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THE Publishers' Weekly

The American BOOK TRADE JOURNAL

VOL. CXXIV

DECEMBER 30, 1933

NO. 27

THE BIG BOOKS OF 1934

ARE THE BIG BOOKS OF 1933

ANTHONY ADVERSE

by Hervey Allen

300,000 copies sold! 1200 pages, \$3.00

JONATHAN BISHOP

by Herbert Gorman

Fifth large printing! 433 pages, \$2.50

A BOOK OF AMERICANS

by Rosemary and Stephen Vincent Benet

Illustrated by Charles Child. \$2.00

FARRAR & RINEHART, 9 E. 41ST STREET, NEW YORK

JANUARY

TITLES ON THE FARRAR & RINEHART LIST

THE CADAVER OF GIDEON WYCK

Edited by Alexander Laing

A grisly yarn by a medical student with too much mercy to be a good doctor and too much curiosity to be a bad one. Edited by the author of *The Sea Witch*. One of the most extraordinary murder-mystery-horror stories of all time. JANUARY 9th, \$2.00.

SILVER PLATTER

by Laetitia McDonald

This new novel by the author of *Young and Fair* is the story of a young woman's struggle to escape from the drunken futility of life about her into the happiness that seemed unattainable. JANUARY 10th, \$2.00.

RUSSIA TODAY

by Sherwood Eddy

What can we learn from the land of the Soviets? A brilliant and prophetic work by the author of *The Challenge of Russia*. He points out not only what Russia has to teach us but what we must avoid.

JANUARY 15th, \$2.50.

CANNIBAL QUEST

by Gordon Sinclair

A new travel thriller by the author of *Footloose in India*. Whirlwind adventure in the strangest lands on earth . . . from Borneo to Mandalay, from Bali to Baluchistan. With photographs by the author.


JANUARY 16th, \$2.50.

FARRAR AND **R**INEHART, 9 E. 41 ST., N. Y.


THE PUBLISHERS' WEEKLY, Publication Office, 19th & Federal Sts., Camden, N. J. Editorial and General Offices, 62 W. 45th St., New York City. Subscriptions \$5; Canada \$7.50; Foreign \$6; 15c a copy. Entered as second-class matter at the Post Office at Camden, N. J. Copyright 1933 by R. R. Bowker Co. London, D. H. Bond, 329 High Holborn W.C.1.

 from THE INNER SANCTUM of
SIMON AND SCHUSTER
 Publishers • 386 Fourth Avenue • New York City


Preliminary Survey


 Ten years ago today a sign painter did a nice job of lettering on a glass door window on West 57th Street. It read:


SIMON AND SCHUSTER
 Publishers


 When Mr. Simon and Mr. Schuster returned from lunch (so goes the story at any rate) they found scrawled under their brand new shingle the cryptic question

OF WHAT?

 This episode is mentioned here today not so much by way of reminiscence, as by way of mentioning the distressing fact that two manuscripts we had planned—Big Things for this Spring—will not appear. *The Memoirs* of ADMIRAL SIR REGINALD HALL were scheduled. SIR REGINALD was head of the British Secret Service during the War, and was writing a book that would have put to shame any of the most hair-raising adventures of Sherlock Holmes. The secrets when they came out might, however, have made peace in Europe even more precarious. So *The Inner Sanctum* for the time being is not to be “publishers of that.”

 Another book we had arranged for was HORACE LIVERIGHT'S *Memoirs*. POOR LIVERIGHT died before he had a chance to finish more than a third of his book. He worked so gallantly during the last few months of his illness that we thought it might be possible to have his book finished by another hand. But—as all of us who knew Horace suspected—his writing was as different from anyone else as was the man himself. No one has been able to continue it.

 A very negative way of announcing the tenth anniversary. But the first day of this firm, Your Correspondent arrived two hours late after a snowstorm held up the train from Montreal. When he finally arrived the sign-painter had almost finished his job. And, since a shingle still hangs outside, he now wishes to announce some of the “OF WHATS” for Spring, 1934.

 While the catalogue isn't as yet completed, a few of what the salesmen call leaders (of what?) appear on the proofs. To wit:

1. *Men of War* by CAPTAIN LIDDELL HART. LIDDELL HART is known to most booksellers and reviewers (and to S&S) as the man who writes about battles and generals more engagingly and with greater insight than any one else. He is the Official Critic of the British Army (there is such a post!)—and much as Your Correspondent dislikes that sort of comparison, he does in the book for the


men of war, what TOM CRAVEN did for the men of art. In 1928 we selected TOM CRAVEN for his job. In 1933 we asked CAPTAIN HART to do this.

2. *Farewell to Fifth Avenue* by CORNELIUS VANDERBILT, JR. This is a curious combination of a sober and at the same time extremely sensational book. VANDERBILT makes no bones of the fact that he is fed up with Newport and the 400 and all that they imply in our economic, financial and social structure. When the idea of this book was first suggested to us we wondered who'd care one way or another. We have read it, Messrs. Fuller, Kroch, Kubel, and Korner, we have gasped. And so, we believe, will you and your customers. (Incidentally, gentlemen, please forget those novels.)

3. *The New Dealers* by “THE UNOFFICIAL OBSERVER.” Again, to use one of those lazy descriptions which, however, saves a salesman time to catch the 5:15—this is the *Washington Merry-Go-Round* of the New Deal. The author is sympathetic to the administration, but he knows that the first to ask for journalistic criticism is F.D.R. himself. THE UNOFFICIAL OBSERVER says at the end of his introduction: “While I have not taken to the keyhole of a political Winchell, I have not hesitated to stick pins into toy balloons or to set off firecrackers under political tin cans.”

4. *Nijinsky* by ROMOLA NIJINSKY. The wife of the greatest dancer of modern times has written here the biography of her husband. While books on the dance generally find their market, this book is quite outside that class. In England, where it's just been published it is leading all non-fiction best seller lists. Here we hope it will go outside the class of dance books just as MORRISON outdistanced all golf books—a scandalous way, incidentally, to refer to one of the most exciting books we have read in many a moon.

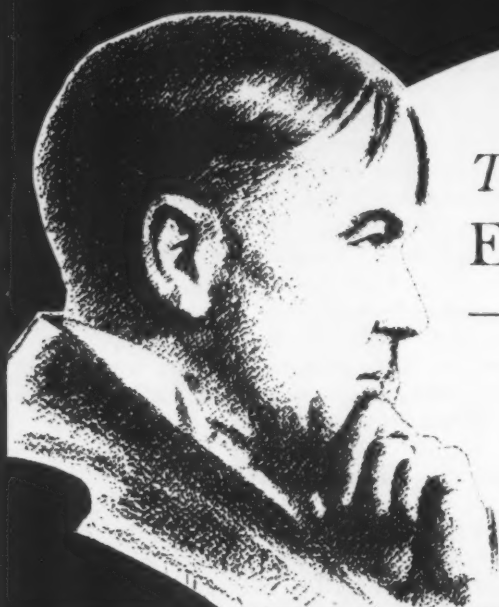
5. *Modern Art—Its Men, Its Movements, Its Meaning*, by THOMAS CRAVEN. Those of us who read *Men of Art* recall that its most engaging moments came when TOM CRAVEN let go and wrote of his own loves and prejudices. *Modern Art* is a much more personal book than *Men of Art*. CRAVEN knows many of the artists, has lived and worked among them. He understands them, and in this book has made clear for the first time (to us at least) the promise of the sub-title: who these men are, what they are doing and how they are doing it.

 After writing this column for five years, Y. C. knows when space grows small. The catalogue proofs are still lying here on the desk, and yet no mention has been made of *The Secrets of Relaxation* by WALTER B. PITKIN, *Weymouth Sands* by JOHN COWPER POWYS, *The Unpossessed* by TESS SLESINGER and *Descent on the City* by VINCENT McHUGH (the last couple being dark horses for whom we hold some knowing thumbs). Nor *More Fun In Bed* by FRANK SCULLY. Nor *A New Way To Better Health* by ARTY MCGOVERN who gives Bennett Cerf and Your Correspondent a pain in the abdomen about twice a week when we go up to his gym for what we laughingly call our good health. Nor—but more next week.

—ESSANDESS.

STOKES LEADERS

t (M



{Coming Jan. 18th}

The Amazing Career of
EARL ROGERS
—Criminal Lawyer

By ALFRED COHN
and JOE CHISHOLM

With an Introduction by ADELA ROGERS ST. JOHNS

"TAKE the WITNESS"

■ That the life of a famous criminal lawyer can make fascinating reading for laymen has been proved by **THE GREAT MOUTHPIECE**, **NOT GUILTY** and Clarence Darrow's **MY LIFE**.

Now we have the biography of the man who successfully defended Darrow, participated in the San Francisco graft cases, and freed all but two of his hundred clients charged with murder—an unequalled record!

We believe in this book, are going to back it aggressively and have priced it moderately—\$2.50. The motion picture of the same title, is to be released in January.

Read These Comments by Leaders in Their Fields

Booksellers, A. KROCH: "One of those rare, human documents that makes fiction seem pale and meaningless."

PHILIP E. KUBEL: "I am very happy about the book. It is dramatic and written in a way to make one linger and enjoy."

Authors, HERBERT ASBURY: "Very much out of the ordinary. I have read it with immense pleasure and found it an honest, fascinating picture of an amazing lawyer."

MAX MILLER: "It was the first time I did not feel like running away from the law, but wanted instead to keep running back to it, page after page."

STRUTHERS BURT: "The hero is a fascinating character. It is colorful and well-written."

Journalists, OTHEMAN STEVENS: "Incredibly fascinating. Every line is drama, and veracious, I know."

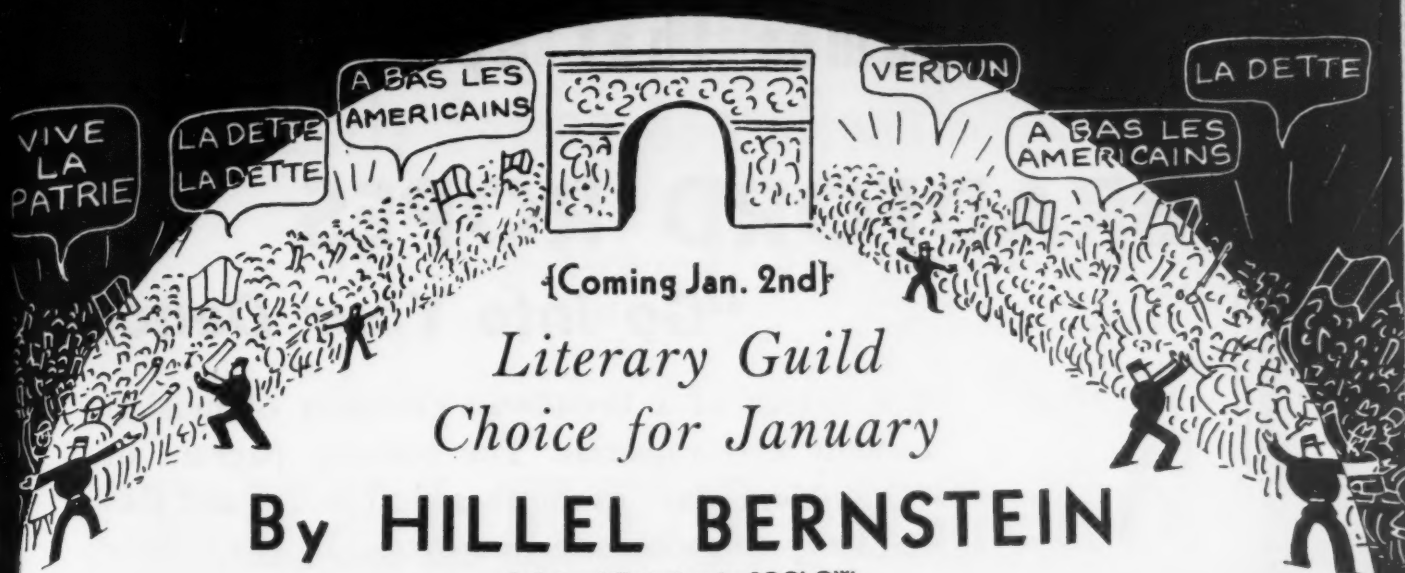
PHIL TOWNSEND HANNA: "By comparison the hulky Darrow and ratty Fallon were mere tyros. This is the life of probably America's greatest criminal barrister."

A Publicist, GEORGE CREEL: "The most interesting book I have read in years."

A Criminal Lawyer, SAMUEL S. LEIBOWITZ: "Faithful portrayal . . . with the verve and tempo that should make it interesting as well as instructive reading."

FREDERICK A. STOKES COMPANY 13

MAKE JANUARY HUM



L'AFFAIRE JONES

■ Mon Dieu! Quel bombshell for 1934! Absolutement full of laughs for young and old, rich and poor, highbrow and lowbrow, December and May, bookseller and reader. Commencez! Buyez, readez, et sellez—this amazing story of an American in France. "A comic masterpiece!" "A swell book!" "Gorgeous!" "Hilarious!" "Convulsed me!" Such are the advance comments from important writers of three countries: Don Marquis, Carl Van Doren, André Maurois, Roark Bradford, Joseph Wood Krutch, Elmer Davis, Harold Nicolson, Phyllis Bentley, and many others. *Wire your order now!* \$2.50.

SEND FOR ATTRACTIVE POSTER IN FULL COLOR

(11x17)

—and Still Selling!

No Second Spring

By
Janet Beith
\$2.50

The Night Club Era

By
Stanley Walker
\$3.00

The Siamese Twin Mystery

By
Ellery Queen
\$2.00

More Than 25,000 Copies Sold!

STOKES GAME and PASTIME BOOKS

ARE YOU A GENIUS?

1st Series

\$1

ARE YOU A GENIUS?

2nd Series

\$1

Popular brain-twisting questions of wide variety.

WHO'S THE GENIUS? Great for parties. Material in sets of twelve. 90c

NAME IT! Hundreds of pictures of animals, birds, etc., to be identified. Tantalizing!

HANDS UP! Palmistry for pastime; character reading and games. \$1

CARD GAMES FOR CHILDREN Rollicking games for parties and home play—50 in all. \$1

Write for Attractive Counter Card

AN 13 FOURTH AVENUE • NEW YORK

Three Names that Spell Sales!!!

BRADFORD ROPES

"Go Into Your Dance"

The career of a Broadway producer of musical comedy extravaganzas. The colorful pageant of "Only Yesterday" in the theatrical world and also the story of today and tomorrow. By the author of "42nd Street" and "Stage Mother".

Coming—February 1st

\$2.00

CHERRY WILSON

"Black Wing's Rider"

A dramatic tale of a weird outlaw family, a group of race-track fanatics and a prize stallion. By the author of "*The Branded Sombbrero*," a Fox Film release.

Coming—January 3rd

\$2.00

RIAN JAMES

"Ladies in Waiting"

The most intimate of key-hole reports and an intensely-absorbing story of intrigue in the cinema capital. By the author of "*Some Call It Love*," "*Crooner*," Etc.

Coming—January 3rd

\$2.00

Two Unique Novels of California Will be Early Spring Sensations

*The Long-Awaited "Back-to-the-Soil"
Saga that Promises to Rival Sales
Records of "As the Earth Turns"!*

TREELESS EDEN

BY FRANCINE FINDLEY

Author of the widely-hailed "The Root and the Bough". This powerful story, the longest novel we have ever published, chronicles three generations of a pioneer family.

Coming in March

\$2.50

**The Book to End the Literary Escapist
Movement is Discovered Following
Nation-Wide Search for New Novels**

MAD HATTER'S VILLAGE

BY MARY CAVENDISH GORE

Wide-spread applause will greet this first novel which is comparable to "South Wind".

Coming February 1st

\$2.00

432 FOURTH AVENUE • NEW YORK

**"An age lives again
in his pages." —**

Henry Seidel Canby.

THE VICTORIAN AFTERMATH

**by ESMÉ
WINGFIELD-
STRATFORD**

This is the whole picture of the final collapse and failure of Victorianism; the concluding volume, complete in itself of a great study of the Victorian era, by the author of *Those Earnest Victorians* and *The Victorian Sunset*. The author writes the inside story of the international skin game called statesmanship during the surcharged years of 1901 to 1914, of the rise of Science and the collapse of Religion, of sex and class warfare, of the cult of pleasure in fashionable circles—and of all the significant and terrible forces that helped make us what we are today.

**February 2d, \$3.50
and published by Morrow**

Remainders

A sample of advertising for a first novel of rare distinction. WE ARE SPOILED by Phyllis Paul. Coming January 2nd.

Frank SWINNERTON

says: "WE ARE SPOILED is not for lovers of the commonplace and not for lovers of affectation, but should be read by those who care to discover new talent... irresistibly beautiful."



WE ARE SPOILED

a novel by PHYLLIS PAUL

While their parents wait for the end of the world, a group of odd, modern young people grows up without discipline. The story of their unconventional lives is a novel of commanding power, interest, and beauty. **\$2.50**

AND PUBLISHED BY MORROW

Tips on Tables

*Being a Guide to
Dining and Wining in New
York at 365 Restaurants
suitable to every mood
and every purse*

by George Ross



For every visitor to New York—no matter how experienced—and every resident who has heard that one can eat and drink well in the city but does not know how to go about it. Restaurants of every nationality; places with music and without, with entertainment and with dancing, and intimate

places for that *dîner à deux*; restaurants where you can take your wife, or your best girl, or the out-of-town buyer—they are all here, with full and detailed directions on how to get there, what to eat and what to drink with it, and what to call the head waiter.

To be published Jan. 27 2.50

COVICI • FRIEDE • Publishers • 386 Fourth Avenue, New York
In Canada — GEORGE J. McLEOD, Ltd. Toronto



THE FOOL OF VENUS

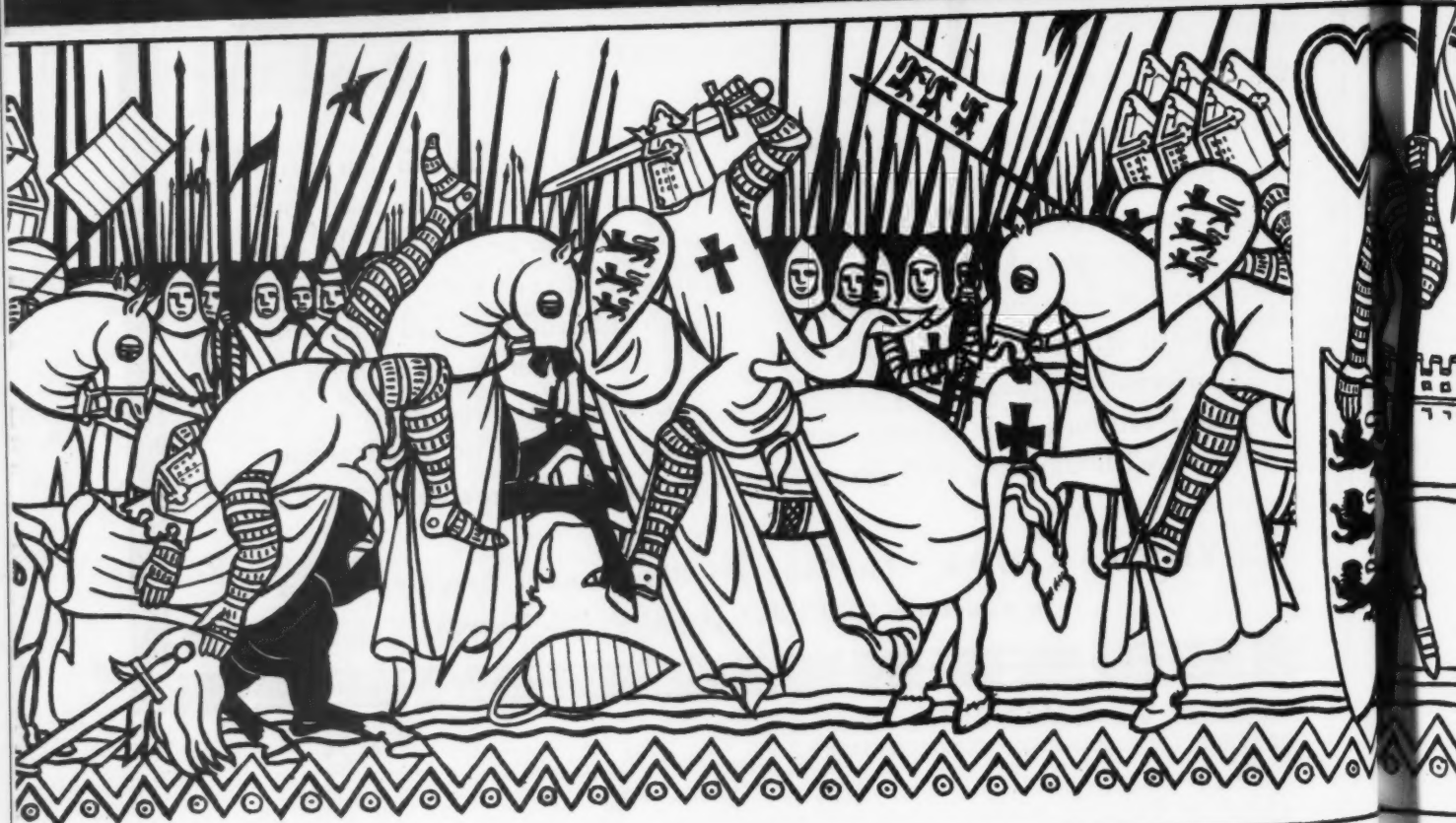
The Story of
Peire Vidal

BY GEORGE CRONYN

FL
VIS

CH N

CO EDE



COVICI, FRIEDE INC · PUBLISHERS
386 Fourth Avenue · New York

December 26th, 1933

TO THE BOOKSELLER:

We have in the past avoided addressing letters of this sort to the trade, but we believe so implicitly in the quality of George Cronyn's The Fool of Venus that for once we must allow ourselves the privilege of telling you about it and trying to communicate some of our own enthusiasm to you.

The Fool of Venus is a story of the twelfth century and the story of Peire Vidal, the greatest of the troubadours of Provence. From the first page of the book you are transported magically to another scene, another time, and you feel that you are actually living and adventuring with Peire over the barbarous and beautiful Europe of the Middle Ages. With Peire you compete at the Courts of Love; with him you sail on the Crusades; with him you abduct a Greek princess from under the amorous eyes of Richard the Lion-Hearted; you hear him sing to the most beautiful women of Europe and with him you woo and win them; with Peire you are revolted by the accepted beliefs of the time and with him you laugh at the enmity of the rulers of the world for your attempt to find a better way of life; and with him you compose and sing the songs that move armies as well as women and are sung by all Europe for a century.

Novelist, poet, and historian, George Cronyn recreates a vanished world -- a world that is dark and cruel and fantastic, but also a world of gallantry and promiscuity, of paganism and war, of gayety and song, of bigotry and heresy and love. The clash of arms and the strains of the troubadour's viol struggle for mastery on every page, and the reader follows with breathless excitement the career of Peire Vidal, Fool of Venus and Knight of Song, to the end of his grand and tragic life.

To the successful presentation of this book we are bringing all our enthusiasm, all our experience, and an initial advertising appropriation of \$2,500.00. When you read this book - when you have seen the beauty of its physical make-up - you will understand why we stand so squarely behind it.

Pascal Covici Harold Steinf

cable address: covifri, new york

MARCH 19th

\$3.00

**THESE
ARE
OUR
NEW**

DOLLAR

**BOOKS
FOR
SPRING**

■ **THE COURTEZAN OLYMPIA**

—by **C. J. Bulliet**

A belated, but sorely needed tribute to the beautiful and damned is this story of the famous courtezans who have been glorified by great artists. Bulliet traces the bright paths of the inspiring mistress-models who enriched the lives of many painters and thereby released a creative energy for which the world will be eternally in debt.

The present edition is an exact reprint, with all the many illustrations of the first edition. Jan. 27th.

■ **THE GOLDEN BOOK**

—by **Douglas C. McMurtrie**

More than one hundred and fifty reproductions of fine type pages, title pages, and engravings enhance the value of the text and make this book a veritable encyclopedia for all who are curious to know the history of books and how they are made. The present edition is an exact reprint with all the illustrations of the original expensive limited edition. Jan. 27th.

■ **THE SATYRICON OF PETRONIUS ARBITER**

—with woodcuts, by **Allen Lewis**

Petronius was the greatest satirist of the decadent and dissolute Rome of the Emperor Nero, and the Satyricon is the best record we have of the manners and morals of his time. The present translation, attributed to Oscar Wilde, includes the complete, unexpurgated text of the Satyricon, together with newly translated poetical and other fragments that have been preserved apart from the main work. The present re-issue is an exact reprint of the complete text and contains all the illustrations of the limited edition. Jan. 27th.

COVICI • FRIEDE • Publishers • 386 Fourth Avenue • New York City

In Canada: **GEORGE J. McLEOD, Ltd. Toronto**

■ 1001 AFTERNOONS IN CHICAGO

—by **Ben Hecht**

illustrated by Herman Rosse

These stories of Chicago's strange haunts and unique characters retain their popularity with the large body of Ben Hecht's admirers. They represent at its best his flair for the drama that underlies the commonplace, his keen sense of the wonder and mystery that lurk behind the humdrum. This edition includes all the striking illustrations by Herman Rosse which appeared in the original edition. Jan. 27th.

■ SECRET HISTORY OF PROCOPIUS

—*translated from the Greek,*

with an introduction, by Richard Atwater

The private papers of a great historian on the manners, customs, morals, and scandalous episodes in the lives of the illustrious of his time. It remains the most entertaining as well as the most reliable guide that has come down to us of the last splendid days of the dying Roman Empire. The text is here reprinted without alteration or abridgement. Jan. 27th.

ALREADY PUBLISHED IN THIS SERIES

The Well of Loneliness

By **RADCLYFFE HALL**

Apples and Madonnas

By **C. J. BULLIET**

Emotional expression in modern art. With 32 full-page illustrations.

Venus Castina

By **C. J. BULLIET**

Female impersonators from Achilles to the Prince of Wales. With 12 full-page illustrations by Alexander King.

Love Poems and

Other Works of Catullus

Translated by Horace Gregory. Profusely illustrated by Zhenya Gay.

Dialogues of

Pietro Aretino

Including THE COURTEZAN. Translated by Samuel Putnam. Illustrated by the Marquis de Bayros.

Letters and Sonnets of

Pietro Aretino

Translated by Samuel Putnam. Illustrated by the Marquis de Bayros.

COVICI • FRIEDE • Publishers • 386 Fourth Avenue • New York City

In Canada: GEORGE J. McLEOD, Ltd., Toronto

Announcement

AN arrangement for joint operation of certain business departments, without merging the creative functions, has been formed by The John Day Company, Blue Ribbon Books, and the new firm of Reynal & Hitchcock, to take effect January 2nd. The arrangement is perhaps unique among the forms of cooperative effort which various publishers have used. It is emphasized that this is in no sense a combination or a merger. The stock ownership and boards of directors of each company remain unchanged. Each of the three companies will maintain its separate identity, corporate structure and editorial activities—publishing under its own imprint, and directing its own selling and promotion. Each company retains its own complete control of all of the creative functions of publishing, but obtains efficiency and economy by the joint handling of business operations. The three companies will move into combined offices at 386 Fourth Avenue. The departments which will operate jointly are the bookkeeping and order departments, billing, shipping, advertising and manufacturing.

THE John Day Company's editorial and general promotion activities will be directed as heretofore by Richard J. Walsh, president, and Critchell Rimington, editorial vice-president. While the Blue Ribbon sales force will distribute John Day books on commission in certain territories, The John Day Company will continue to maintain its own sales staff and sales promotion policies under the direction of Kenneth Meeker, vice-president. As heretofore Wallace Wachob will represent The John Day Company in the west coast territory; Henry Snyder in the Far East; and George J. McLeod, Ltd., in Canada.

The John Day Company

386 Fourth Avenue
New York City

THE BOOK OF 1934—

is Pearl Buck's first novel in more than a year and a quarter, *THE MOTHER*, which will be published on January 10th. Advance orders are rapidly exhausting the first printing of 50,000 copies. ¶ "There is something epic in this presentation of a single one of the natural instincts taking on the form of Fate . . . not epic in the usual sense of being beyond normal human dimensions and hence beyond normal human understanding. The reader's heart is wrung with sympathy for this dynamic Chinese woman devoured by the passion of physical maternity. . . . That episode in her little girlhood when she is riven through and through with the premonition of her destiny as mother—where can you find a page more moving? The mother is a figure of overpowering energy, rather than what we would call love. She stands up before us impressive as a monolithic monument of a past religion."—*Dorothy Canfield Fisher*. ¶ "THE MOTHER seems to me to combine all her best qualities, her profound feeling for the pregnant juxtapositions of human weakness and greatness with the power to write of them objectively in beautiful simple prose."—*Grace Zaring Stone*. ¶ "I think it is the best book that Mrs. Buck has done. When I read *THE GOOD EARTH* and *SONS*, I could not see how anything could be better, and then *THE MOTHER* came along—and I sincerely believe it is superior to either of these books."—*R. E. Berlin*, *Cosmopolitan Magazine*. ¶ "Before reading *THE MOTHER* I did not believe it possible for a writer using material so very much like that used in her earlier books, to create *a new and individual work of art*."—*Ben Abramson*, *The Argus Bookshop*, Chicago.

THE MOTHER by PEARL BUCK. 304 pages, \$2.50.
Coming January 10th. JOHN DAY BOOKS, 386 Fourth
Avenue, New York. In Canada, George J. McLeod, Ltd., Toronto.

Brass Tacks about the New Deal

THE ECONOMICS OF THE RECOVERY PROGRAM

An important book which will appeal to all those who are interested in something other than partisan ballyhoo and no less partisan condemnation. In this book seven Harvard economists have put in non-technical language their interpretation of the Government's economic program. It is a candid and vigorous criticism of the New Deal without slogans or catch-words. It represents the first serious analysis of the recovery program, and goes beyond the merely descriptive or declamatory presentations which have hitherto appeared. The authors are not banker-minded. Nor do they believe that the making of profits is a criminal act. This little volume is an invaluable handbook of, or guide to, the main ideas underlying current economic policies.

The book discusses the most important aspects of recovery from depressions, and deals particularly with the measures which have been adopted during the last year. A brief survey of some previous periods of depression and recovery is followed by chapters on purchasing power, control of industry, labor, higher prices and agriculture. A final chapter appraises the aims of the recovery program and discusses its broader and more permanent aspects.

Contents: *Depressions* by Joseph A. Schumpeter; *Purchasing Power* by Edward Chamberlin; *Controlling Industry* by Edward S. Mason; *Helping the Worker* by Douglas V. Brown; *Higher Prices* by Seymour E. Harris; *Helping the Farmer* by Wassily Leontief; *Economics Versus Politics* by Overton H. Taylor.

We regard this as an extremely important book which will be widely discussed and widely read. We are rushing it out for publication January 2. We urge you to order liberally.

188 pages. \$1.50.

WHITTLESEY HOUSE

330 West 42nd St.

New York, N. Y.

**For January
Publication**

A LIVING FROM THE LAND

by William B. Duryee
*Secretary of Agriculture
State of New Jersey*

A how-to-do-it book which tells the beginning or prospective farmer how to get established in the country and what to do and not to do while learning to get a full or part-time living from the land. Illustrated. \$1.50

MY RUSSIAN NEIGHBORS

by Alexander Wicksteed

An illuminating and timely book about Russia by an Englishman who has lived in that country for the past ten years and knows and likes the people. Here is a picture of Russian life quite different from that presented in any other recent book. \$1.75

THE ART OF ENJOYING MUSIC

by Sigmund Spaeth

Published in November, this informative and highly readable book has started a long-term sale with a bang. It shows every sign of being in active demand all winter and it should sell for years to come. *A sure seller to every lover and student of music.* 451 pages. \$2.50

TIME TO LIVE

by Gove Hambidge

Another long-term book, sure to be in demand as long as the problem of leisure engages the attention of millions of Americans. 4th printing. \$1.50

*Now In Its Second
Hundred Thousand*

LIFE BEGINS AT FORTY

by Walter B. Pitkin

Watch it hold its place among the best sellers of 1934. \$1.50

SPRING, 1934 |

LITTLE, BROWN BOOKS

MEMO:

Little, Brown & Company will spend \$34,450 on the 28 books in their Spring list in initial campaigns of advertising to bring book buyers into the bookstores. More will be spent as increased sales warrant. The minimum is \$34,450. Little, Brown promotion is planned to sell books for you, not just to you.

A Literary Bombshell
Will Burst on April 16th

JOURNEY TO THE END OF THE NIGHT

Louis-Ferdinand Céline

In Europe this novel has been damned, spat upon, praised to the skies. It has been called "the literary discovery of the year" and labelled "an insult to the reader." The author has been compared to Rabelais, Montaigne, Zola, Strindberg, Joyce, Hemingway. There is nothing in French literature that approaches it. Such tragic richness can be found nowhere else. Here, for the first time, we witness the Latin spirit in shameless, unrestrained revolt.

\$2.50

\$5,000
to start
for
advertising
and
promotion

\$2,000
to
\$2,500
to start
—for
advertising
and
promotion
on each

Charles Nordhoff and James Norman Hall Jan. 5

MEN AGAINST THE SEA

This is the story of Captain Bligh and the men cast adrift from the "Bounty." So good it surprises even us. An Atlantic Book. \$2.00

E. Phillips Oppenheim January 26

THE GALLOWS OF CHANCE

The first of three top-notch Oppenheim novels to be published this year. No short-story collections in 1934. \$2.00

Jeffery Farnol March 10

WINDS OF CHANCE

Farnol's lecture tour this Spring will put him in the news. His first sea-story in twelve years will put him in the money. \$2.50

P. G. Wodehouse April 16

THANK YOU, JEEVES!

The very first Jeeves NOVEL. \$2.00

Ann Bridge May 11

THE GINGER GRIFFIN

Same scene but more of a story than her Atlantic \$10,000 Prize Novel "Peking Picnic." An Atlantic Book. \$2.50

\$1,200
to
\$1,800
to start
each
of
these

Sylvia Thompson March 10

BREAKFAST IN BED

The title itself will sell lots of copies, the story will sell a lot more. An Atlantic Book. \$2.50

Jeannette Phillips Gibbs March 10

COPY FOR MOTHER

Each of Mrs. Gibbs' novels has outsold its predecessor. "French Leave", the latest, reached 13,760. \$2.00

Ray Sherman April 6

MORE MONEY FOR YOU (title tentative)

A book full of the simple things that make men successful, things that all men *can* do and most men don't do. \$1.50

E. Phillips Oppenheim May 11

THE MAN WITHOUT NERVES

The second top-notch Oppenheim novel this year. Only three Oppenheims in 1934. \$2.00

Neil Bell

January 5

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If you sell Priestley and Bentley you have a market for this book.
Neil Bell has arrived! \$2.50

Lawrence G. Blochman

January 26

BOMBAY MAIL

Anything can happen in India. Most of it does happen in this
Five-Star Thriller. \$2.00

Allan Monkhouse

January 26

MOSCOW, 1911-1933

The memoirs of Allan Monkhouse, British engineer, tried in April,
1933, by the Soviets for espionage and sabotage. \$3.50

Charles L. Clifford

February 16

TOO MANY BOATS

Our nomination for the hard-boiled sensation of the season. A
new slant on hot countries. \$2.00

Walter D. Edmonds

February 16

MOSTLY CANALLERS: Collected Stories

We rarely publish short stories. These will add to the author's
reputation and may even increase his market. An Atlantic Book.
\$2.50

Frederick Nebel

March 10

BUT NOT THE END

The author of "Sleepers East" has climbed out of the thriller
class in one jump. \$2.00

William B. Mowery

April 6

CHALLENGE OF THE NORTH

Mowery is ready and able to fill the empty shoes of James Oliver
Curwood. \$2.00

Lillian D. Wald

March 10

WINDOWS ON HENRY STREET

How many copies do you suppose you have sold of "Twenty
Years at Hull-House"? An Atlantic Book. \$3.00

Graeme and Sarah Lorimer

April 6

STAG LINE

More Maudie, by the authors of "Men Are Like Street Cars." \$2.00

Eric Hatch

May 11

ROAD SHOW

"Push over, Mr. Wodehouse and Mr. Smith. You'll have to make
room for Eric Hatch." \$2.00

\$750
to
\$1,000
to start
each
of these

Continuing a
policy that has
proved its
soundness:

"Fewer Books,
Better Books
and
More
Advertising"

*These
get
\$4,300
to start
them
off*

Our total promotional expenditures to December 1st on the 25 new books on our 1933 Spring List was \$23,386 or \$11,064 less than the guaranteed appropriations on the 28 titles listed here, thus voicing both our expectations of better business conditions and our confidence in this Spring List.

Emmanuel Bove

January 5

THE MURDER OF SUZY POMMIER

A French detective story with the true Gallic touch that distinguishes everything French—even murder. **\$2.00**

Francis and Katherine Drake

January 5

BIG FLIGHT

Speed—a story that races along—the thrill of a power dive—the zip of a tail-spin—a romance that keeps pace—speed! An Atlantic Book. **\$2.00**

Francis Beeding

February 16

THE ONE SANE MAN

Pongee in January, coon coats in July are the least of the vagaries of this new Beeding thriller. **\$2.00**

Green Peyton

February 16

RAIN ON THE MOUNTAIN

We recommend this to all stores which sell books like "Sing Before Breakfast" or "Enchanted Winter." **\$2.00**

Sydney Horler

March 10

THE SECRET AGENT

Horler promises one thing—excitement—and keeps his promise to the limit. **\$2.00**

Howell Vines

April 6

THIS GREEN THICKET WORLD

An earthy pastoral of Northern Alabama written with a touch of genius. An Atlantic Book. **\$2.50**

C. S. Forester

April 6

THE PEACEMAKER

Anyone who ever drove a car or rode in the subway will get a kick out of this. **\$2.00**

B. M. Bower

May 11

THE FLYING U STRIKES

A gun-fightin', cattle-stealin', chance-takin' Western. **\$2.00**

Little, Brown and Company
Publishers • Boston

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DECEMBER 30, 1933

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JANUARY'S
FICTION
LEADER

THE NEW
NOVEL
BY

Anne Parrish

Gaily, swiftly, with keen, satiric wit this popular author writes another best-seller—a novel of men and women in a setting that brings out the best—and the worst in them. \$2.50

HARPERS

SEA
LEVEL

Y O U C A N

BRANCH CABELL

Smirt

A new novel by Cabell is an event. This is his first in five years and is bound to be widely discussed. The brilliant writer who added Poictesme to the ineffaceable kingdoms of earth now writes about another world—the land of dreams. "Smirt" is the "Cavalcade" of the Dreamer, thumbing his nose at the Olympians and their creations, including himself. The Cabell fans will chortle through it. Ready March 5th. **\$2.50**



CABELL DEEP

WARWICK DEEPING

Valour

Here is another great love story by Warwick Deeping, this time set against the background of the World War. It is the story of a man who failed and who found the courage to try again because of a woman's love. We predict that this will be one of the best selling novels of the spring. Ready February 15th. **\$2.00**

COSMO HAMILTON

The Splendor of Torches

This novel of an English family and its darling, Margot Falconer, is a story of today, of this very year. The Falconers are another "Sanger circus" and are as richly humorous in their appeal as they are charming. Cosmo Hamilton has never written a more glowing story. Ready March 15th. **\$2.00**

MARTHE McKENNA

Spies I Knew

A new and exciting book by one of the great spies of the World War and author of "I Was a Spy!", now in its fourth large edition and still going strong. It is not often that an author of this kind can write a second book worthy in drama and excitement to stand with the first. But Mrs. McKenna has done it. And there is no duplication of material. Ready March 29th. **\$2.50**

PHILIP LINDSAY

The Tragic King: Richard III

The first biography of the man who, after four hundred years, has recently been front page news. Whether or not you think Richard III killed those children in the Tower, you will be enthralled by this brilliant biography written by the technical adviser in the production of that great film, "The Private Life of Henry VIII." "It reads like one of Maurice Hewlett's romances," says the *London Daily Telegraph*. Ready March 15th. **\$3.00**



LUDWIG

ROBERT M. McBRIDE &

SELL THESE

EMIL LUDWIG

Nine Etched from Life

Striking portraits of great men of today by the master biographer of our time. This book sizzles with current interest. You meet, face to face, Stalin, Mussolini and other men who control the destinies of nations. A great book that will delight Ludwig's multitude of readers. 125,000 words. Ready March 5th. **\$3.00**

THOMAS BURKE

The Beauty of England

The famous author of "Limehouse Nights" becomes a discoverer—of the romance of the English countryside. Burke's first book of travel is full of notable descriptions and sparkling prose. Ready March 5th. **\$3.00**

RICHARD WILMER ROWAN

Spies and the Next War

A dramatic and exciting panorama of the struggle now in progress among the great military powers to win the next war through a new and astonishing secret service. Written by the leading civilian authority on professional espionage, it is a startling exposition of the new warfare. A book that through its revelations is bound to create a sensation. Ready April 15th. **\$2.50**

COMMODORE FELLOWES

First Over Everest!

AND STAFF

This tale of the conquest of Mount Everest, by the men who flew over the world's highest peak a few months ago, will easily be the most notable book of exploration of 1934. It is a great epic of discovery. The hazardous journey took these intrepid flyers more than six miles into the blue. At the summit their plane dropped sheer two thousand feet in several seconds and grazed the summit. The illustrations, vast panoramas of the titans of the Himalayas, are amazing. A gorgeous volume. Ready February 15th. **\$3.50**

RUFUS DART, II

The Puppet-Show on the Potomac

This pseudonym cloaks the identity of a well-known journalistic figure who served the government through three administrations. His book tells how the boys in Washington run our national show. You meet the puppet masters and watch them pull the strings. A joyous volume in which you will learn about the fine art of government racketeering. Ready January 5th. **\$2.50**

Besides these ten books there are thirty more, not one of which we believe to be a dud. With this list to back our efforts, we are looking for the best spring since the good old 'twenties. They will be liberally backed by advertising.

DE & COMPANY, NEW YORK

Publishers:—

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spring lists

to 

You should use these guaranteed lists. Postage refunded on envelopes returned undeliverable.

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1000 ANY STATE OR SECTION	6.00
1250 SELECTED	12.50
3100 RENTAL LIBRARIES	17.50
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850 RARE BOOK DEALERS ...	8.50
675 COLLEGE BOOK DEALERS	6.00
275 LAW BOOK DEALERS ...	3.00
900 RELIGIOUS B'K DEALERS	9.00

LIBRARIES

5800 PUBLIC (U. S.)	25.00
1200 COLLEGE	12.00
2700 HIGH SCHOOL	16.00
1400 SELECTED (PUBLIC)	15.00
1000 BUSINESS—SPECIAL	7.50
400 LAW AND MEDICAL	3.50

R. R. BOWKER CO., 62 W. 45TH ST., NEW YORK

January—Early February Fiction . . .

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TWO LOVES I HAVE

Shakespeare's Life-Drama

Countess de Chambrun, sister of the late Nicholas Longworth, and internationally known authority on Shakespeare, depicts the life of the greatest playwright in fascinating, novelized form. The two loves are Ann Hathaway, Shakespeare's wife, and the *Dark Lady of the Sonnets*, identified here for the first time as Nan Davenant, wife of an Oxford innkeeper. Numerous new and intriguing discoveries about Shakespeare are included. Price \$2.50

BY CLARA LONGWORTH DE CHAMBRUN

Author of "The Making of Nicholas Longworth," etc.

IN THE TIGER'S CAGE

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A title and a mystery that means lots of business for your book store. A lovely girl has been found dead in a tiger's cage. Her wounds indicate that the tiger has killed her. But FLEMING STONE doesn't believe everything he sees, and he soon discovers that she wasn't killed by the tiger—she was *murdered*. Another unusual, thrilling problem to fascinate the ever-growing list of buyers of good mysteries. Price \$2

BY CAROLYN WELLS

Author of "The Broken O," "The Master Murderer," etc.

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THE CASE OF THE GOLD COINS

Anthony Wynne brings mystery lovers the new adventures of the popular DR. EUSTACE HAILEY. In this story Lord Wallace's body is found lying on a wide expanse of untrodden sand. His Lordship was stabbed to death, but nobody can figure out *how*, because there are no telltale marks around the body. It takes Doc Hailey's daring and resourcefulness to arrive at the correct solution. Price \$2

BY ANTHONY WYNNE

Author of "Death Out of the Night," etc.

SILENT WORLD

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We highly recommend this book to friends of the more than five million deaf people in this country. It is the romance of Christopher Frankland, who became handicapped by deafness at the age of three. Some years later he marries Dawn, also deaf. Then, miraculously, his hearing is restored, whereupon he falls in love with Veronica. Seldom have we known of an author who can more genuinely, more touchingly portray the drama and romance that is in this singular love triangle. Price \$2

BY FLORENCE RIDDELL

Author of "Pleasure Bound," etc.

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THE MYSTERIOUS MADAME S..

The 1933 French Prize Mystery

Every year the powers-that-be in French literature sit in solemn conclave and choose the best French mystery novel of the year, awarding it the famed *Prix du Roman d'Aventures*. This is their recent choice, and what a grand mystery it is. The story of a man, who, to all intents and purposes, can kill by the power of his will! Jaded mystery lovers will get a "real kick" out of this perfect sample of Gaulic wit and intrigue. Price \$2

BY SIMONE D'ERIGNY

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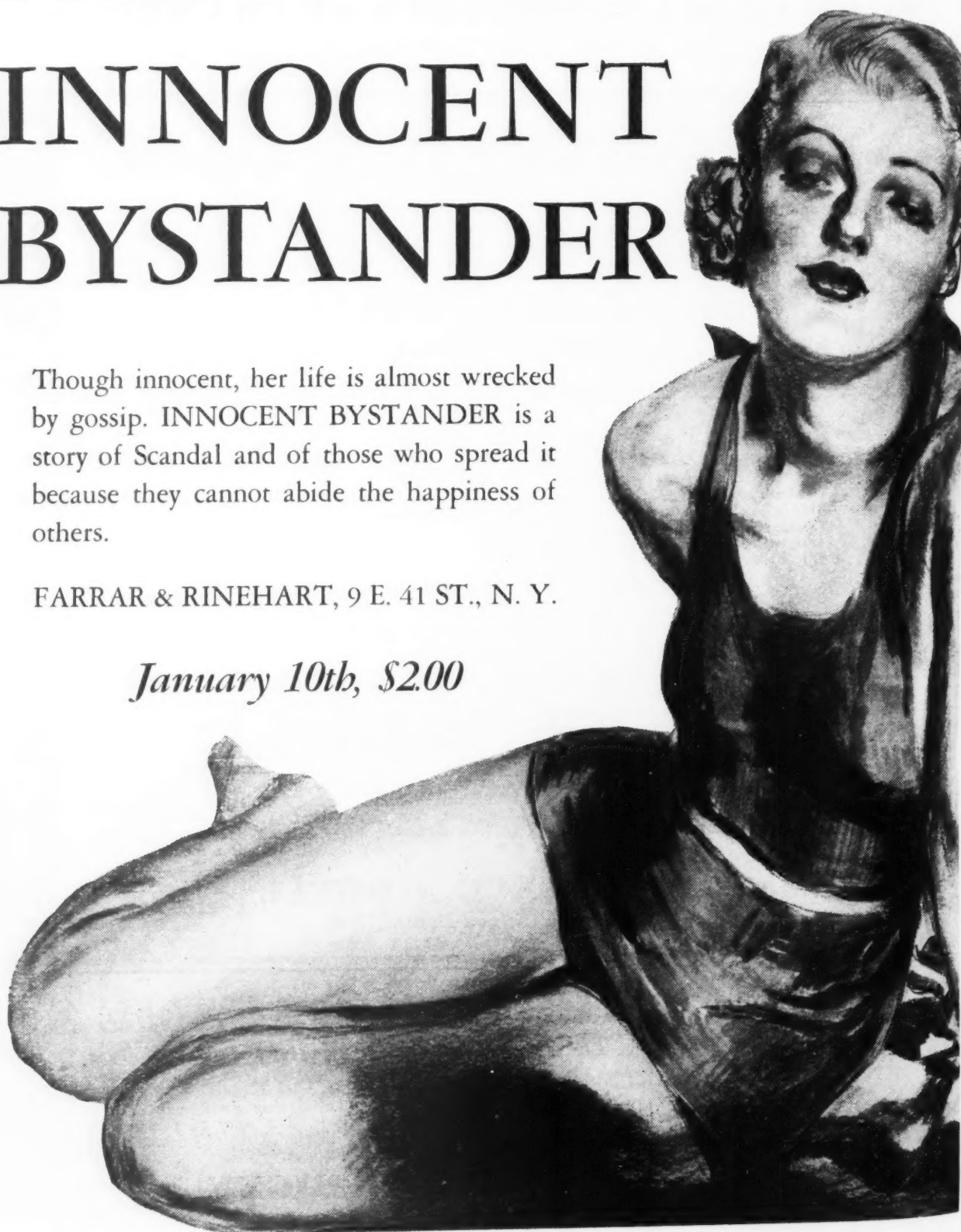
*An important new novel by the author of
BEAUTY and LOVE'S A PUZZLE*

FAITH BALDWIN'S INNOCENT BYSTANDER

Though innocent, her life is almost wrecked by gossip. INNOCENT BYSTANDER is a story of Scandal and of those who spread it because they cannot abide the happiness of others.

FARRAR & RINEHART, 9 E. 41 ST., N. Y.

January 10th, \$2.00



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THE PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

DECEMBER 30, 1933

Reaching the Undergraduate

*Alice Blanchard in Burlington, Vermont, Has Found a Way to
Bring Books to College Students*

RAYMOND E. BASSETT

UNDERGRADUATES AT YALE, SMITH AND WILLIAMS do buy books—new books, rare books, even textbooks. That is a moderate blessing to publishers, and the bread of life to a dozen or a score of bookshops fortunately situated near colleges of this rare but admirable sort.

But our story is of a blight, not a blessing—that there are many hundreds of colleges where undergraduates form corporations to buy a textbook, borrow the classics from the library and have little knowledge and less concern about books of the day.

At Burlington, Vt., are located the University of Vermont, devoted to the education of about 1200 young men and women; and the Everyday Bookshop, devoted principally to the sale of books. These institutions exist in complete amity but for rather less mutual benefit than both desire. The students, that is, have not the book buying habit.

The situation is enough like hundreds of other college town bookshop situations to make it worth while looking into. First, a majority of the students come from towns of less than 5,000 population, where virtually no books are on sale and where the town libraries, if any, are open only a day or two a week. The idea of accumulating a personal library while young has had no chance to take root in the minds of these young people. In the second place, more than half of the students are wholly or partly self-supporting and are borrowing money for their education. A very small number have more than enough money to meet their routine needs. This is the normal condition at most colleges.

Marian Patterson, dean of women at the University of Vermont, assisted by Alice Blanchard, proprietor of the Everyday Bookshop, has started a campaign to deal with the first phase of the situation. Their aim is to introduce the students to new and fine books, to let them learn the exquisite pleasure of browsing in a bookshop, and, if possible, to make it a matter of sacrifice rather than indifference to go without books. As for the second phase of the problem—lack of money—an impecunious college student is far more likely to spend his scant funds for what he wants most than for what he needs most.

Early in November, Book Week was proclaimed by Dean Patterson and was well publicized in the student newspaper. During the week of December 4, informal gatherings were held from 7 to 7:30 o'clock each evening in the parlors of Redstone, the largest women's dormitory. At each gathering, a member of the English faculty talked about books. One spoke on biography, one on modern drama, one on fiction, others on some particular new books of interest. The Friday evening talk dealt with "Julia Newberry's Diary," Vera Brittain's "Testament of Youth," and Helen Underwood Hoyt's "Bramblefruit."

These three books were among the 60 chosen from the stock of the Everyday Bookshop and placed in the dormitory parlors where the students could handle them, browse among them, read them from 7 to 10 o'clock each evening of the week. Some of the books were chosen for their popularity, some for

their worth in spite of comparative obscurity, all because of their peculiar fitness for a college girl's library. They were all entirely new, fresh, enticing volumes, such as a thoroughgoing bookshop haunter couldn't keep his hands off and his nose out of.

The selection was large enough for these pioneering meetings. An average of 50 girls attended each evening. After the short book chats, they were free to spend the rest of the evening among the new books. Others who had not attended the meetings, joined them later.

When Book Week was planned, men students were invited, but the plan failed in this respect. But other meetings are planned which will interest the men. The fraternities are to be approached, and cajoled, if necessary, into holding book meetings similar to those held at Redstone. Faculty speakers will start the talk in literary channels, pipes will be filled, and the Everyday Bookshop's selection of new volumes will be spread over library tables where they may be scanned and discussed.

The immediate tangible results of Book Week are difficult to estimate as yet. Miss Blanchard reported more browsing than usual, and good sales during the week, pos-

sibly attributable to Book Week, possibly a prelude to Christmas. The long time results are what she and Dean Patterson are most interested in. The event is to be an annual affair, and in another year, when the men are drawn into it, may reach a goodly portion of the students. And it is hoped that gradually the students will learn the gentle vice of haunting bookshops and hungering for the possession of books.

Noteworthy in the Burlington experiment is the eagerness of the university authorities for the students to be put in the way of buying books. This is likely to be the case in nearly every other college where the plan is tried.

And it is likely to be tried in other colleges. Before Book Week was half over in Burlington, the student newspaper at Syracuse University had outlined the plan and suggested its trial on the Syracuse campus. If the exchange editor of the Syracuse paper liked the idea, why not other exchange editors?

And if the plan spreads too slowly by means of college journalism, what is to hinder college town bookshop proprietors from talking it over with their faculty customers?

The Rockford College Library during the first week in December, exhibited a group of dollar editions loaned by the Book Shop of Rockford, Ill. The interest displayed by the students showed the value of calling attention to attractive inexpensive books. The plan of the College Library was to offer examples of the various cheap series and a complete list of the titles in each format, with the suggestion that any of these could be purchased from the Book Shop. But what started merely as an exhibit turned into a very lively sale, for the students were eager to buy the books on display and consequently, many of the titles were laid aside for them when the exhibit was over. This modest experiment gave one suggestion since it showed that the students were not at all interested in lists and catalogs, but in actual books, and another year if a Christmas exhibit (and sale) is held in the library, a much wider selection of suitable titles should be secured.

Fifty Years with Harper's

Henry Hoyns Honored by His House and Friends

THE VENERABLE HOUSE OF HARPER was host last night at the Hotel Vanderbilt. Henry Hoyns, chairman of its Board, is completing a half century with the business, and many of his friends were invited to help mark the occasion. A half century of publishing is a long time, even with a century-old firm like Harper, but years in the case of Henry Hoyns only prove with increasing force the value of his counsel and extend the circle of those who hold him in deep affection.

There can never be anything perfunctory about tributes to Henry Hoyns; he has worked too close to the heart of the American booktrade. While laboring unflaggingly for the great business into which he came as an errand boy fifty years ago, his quick friendliness has made him the frequent confidant of other publishers. His unquenchable enthusiasm about the whole publishing business has brought him again and again on to the active committees of the industry.

It was Horatio Harper, grandson of the founders, who brought Henry Hoyns into the business. He was then in New York Grammar School Number 1, working summers on the Sound steamers. Mr. Hoyns accepted the offer of a job and thus completed his education in the great iron-staired areas of Franklin Square. Not even a Harper could have given more loyal and tireless support to the great tradition.

Through the varying tasks of a great publishing organization Mr. Hoyns came to the office of sales manager, just as the old era of Harper infallibility came crashing down. The two decades which followed could not have been easy for a sales manager with responsibility for building up gross sales totals which would meet the needs of note holders, Morgan loans and Colonel Harvey's munificent leadership. (Clinton T. Brainerd succeeded the Colonel when Wilson put the latter at St. James's.) Still the steady growth of list and sales totals continued; Thomas B. Wells in editorial direction and Henry Hoyns in charge of sales were inventively and persistently producing the material out of which



Henry Hoyns

executives build—stability in this venturesome business of publishing.

On the foundations thus painstakingly laid in the first two decades of the new century the House of Harper was to be ready to hold high estate as of old in the great publishing expansion of the 20's. Hoyns had become a Director of the business in 1915, Business Manager in 1916 and Vice President in 1918. Just as during the long fight by the American Publishers' Association for stabilized book prices he did yeoman service, so he gave his time in 1920 when there was urgent need for the organizing of publishers to give the industry new impetus. He was Chairman of the Committee that brought to completion the support for the National Association of Book Publishers, which has, through its committee work, added great significance to the story of the last decade of the industry. On these many committees Mr. Hoyns was continuously active, though he refused nomination to the Presidency with

his instinctive avoidance of executive chains, but when the opportunity came for a Joint Board of Publishers and Booksellers both groups knew to whom to turn for leader, prodder and counsellor.

In trade councils Mr. Hoyns' eager mind leaps at a problem, his eyes shine with the spirit of discussion, eagerly he presses his points forward with his high, urgent voice, dashing forward and back around the problem, driving it into the open and pressing on to a final decision.

He has taken his turn as presiding officer of the Publishers' Lunch Club and organizer of monthly programs, and has been a well-known figure in the Dutch Treat Club, the

New York Ad Club and the Association of Sales Executives. He likes his golf.

His youthful entrance into business allows Henry Hoyns to celebrate fifty years with Harper's without yet attaining the classification of elder statesman. He has at once the eagerness of youth, the hard fighting power of middle age and the mellowness of the sixties. A natural born salesman in whom the prospect of a new account or best seller arouses instant enthusiasm, this Chairman of the Board (via the Presidency 1929-31) of the honored House of Harper has given of himself unstintingly to his firm and to the business of publishing, and, long in advance of retirement, he has now received their affectionate tributes.

More than sixty attended the dinner in honor of Mr. Hoyns, given at the Hotel Vanderbilt in New York City, Friday, December 29th. Among the guests were the seniors and executives of the Harper staff; Harper authors with whom Mr. Hoyns has had long contact, including Albert Bigelow Paine, Clarence Budington Kelland, who was toastmaster, and Van Tassel Sutphen; such former members of the staff as Sam Loweree, Eugene Reynal and numerous long-time business friends, including Frederick A. Stokes, Alexander Grosset, George Dunlap, Maynard Dominick, J. William Corrigan, Harry Burt, Fred Hood, Harry Gould, Charles W. Merrill, Alfred Harcourt, Whitney Darrow, Alfred McIntyre and others. The Harper family was represented by Henry Sleeper Harper, grandson of Joseph Wesley Harper, one of the founders of the firm, but J. Henry Harper, author of "The House of Harper" and grandson of Fletcher Harper, and H. R. Harper were not able to be present.

Silhouette Bookshop— A Social Center in Oklahoma City

LORNA JANE BROOKS

SHE WHO CANNOT SMILE ought not to run a bookshop. True there is deep enjoyment in the mere ownership of a good stock of books, an enjoyment somewhat diluted, however, by one's inability to inculcate this love of ownership in others. People on the whole do not seem to buy books. They rent them or borrow them. The few who do buy change their ideas about books as they change their costumes.

The Silhouette Bookshop was started as a hobby. I graduated from St. Louis Library School and was a branch librarian and librarian at several school libraries. When I married Allen Brooks in 1927, I immediately opened the shop. My husband is not in business with me. My shop, which started

in a small none-too-well-lighted room of an old frame house (then the abode of a fashionable tea-room) has grown into a really flourishing business house in about four years. Chiefly, because all the profits have gone back into the business. I am now located in the most exclusive up-town shopping district, very accessible to the public because of extensive parking spaces on all four sides of a plaza. My business had grown too fast for the amount of capital which I had planned to invest in it, but a year or so ago I took a flyer and opened in conjunction another bookshop which I called "The Doll's House." This housed the children's bookshop and rental library and was entered through an archway from the main



"The Doll's House," holding the children's department and rental library, is entered through an archway from the main room. An early American doll's house, completely furnished, is a big attraction, and children are fascinated by the pictures and toys which are arranged for their delight. The walls are green, the shelves ivory and the furniture maple.



The main room is somewhat Georgian in feeling, with Duncan Phyfe table and couch and crystal chandeliers. The Silhouette Book Shop, through its atmosphere, attracts many students, Junior League members and Little Theater devotees.

shop. I bought and furnished an early American doll's house which immediately attracted new members for my juvenile library. Unfortunately, this rather expensive venture was made just before the depression reached our part of the country, consequently the added overhead has made the past year pretty hard sledding. We have just about weathered the storm, however, only because of our extremely active adult and juvenile library, so I might add that the future looms brighter.

A somewhat drawing room atmosphere has given a certain *cachet* to my shop, for small groups of university students, Junior League members, and Little Theater devotees may be glimpsed almost any day going into a huddle over some new book or play. People remark that the shop seems to say "come in and sit down and have a good time with the rest of us book lovers."

A soft green rug covers the floor of the main room which is somewhat Georgian in feeling. The walls are café au lait, the modernistic shelves are green lined in crimson. Many large arm chairs and a Duncan Phyfe couch lend a comfortable look, while two large crystal chandeliers shed plenty of light and no little glamor. The children's room is very pretty. The walls are pistache green, the shelves ivory and the furniture maple. Bright children's toys and gay hooked rugs combine to catch one's attention.

Our customers are mostly women, the younger set of both sexes, and children of all ages. A goodly number of men drop in, but our location is a little off the beaten path for lawyers, merchants, chiefs. The doctors are our meat. We are directly opposite a large medical center and hospital.

Our best sellers have been surprising, especially in the variety of their subject matter. Books like "Modern Conversation," "Precious Bane," "Art of Being a Woman," "French à la Mode," "Lorenzo in Taos," and "Not for Children" are still in constant demand. We attribute this largely to our personal enthusiasm. If I like a book and see its selling possibilities I usually ask my assistants to read it. Together we concentrate on putting it over. Some of our sales are rather phenomenal, for instance we have sold almost fifty copies of the "Book of Hors d'Oeuvres" (*Little, Brown*).

A large Duncan Phyfe table in the center of my main room is given over to books of

unusual excellence. This prominent location sells many expensive books which would otherwise move slowly. Also I keep two tables in front of the rental library charging desk on which I place small gift books, e.g. "Tony's Scrap Book," "Expectant Mothers," "Savoy Cocktail Book," "Tippie and Snack" and "Fun in Bed." These sell constantly and are certainly the bread and butter of our business, in fact I think I could go as far as to say that dollar books have kept my doors open during this *Sturm und Drang* period.

My Modern Library books are particularly well displayed in a case built to fit them. The new titles sell well. Also I have sold dozens of Three Sirens Press Illustrated Editions. One cannot feel exultant over such small sales, but we feel we are reaching people who may some day buy more expensive books. Once a customer of the Silhouette Bookshop, always a customer is our silent slogan.

To those who appreciate the little elegancies of book selection we send out a card headed "Introducing you to certain books that we feel sure will appeal to your individual taste." In the space below, names of books which the shop endorses are written in by hand. We have noticed some but not many results from this effort, but we feel it should be a good thing.

Perhaps the most profitable step in the way of advertising which I have taken has been a series of outdoor signs made and changed for me once a month, at very little cost, by the General Outdoor Advertising Company. This may not seem in keeping with an exclusive bookshop but I really feel that these signs have been a material aid during the hard times. Books really have to be sold in quantities before a bookshop can be successful, and a neighborhood bookshop needs all the publicity it can possibly afford. Let the people know you have a bookshop, once get them inside and at least you can rent them books even if you can't sell them. Owing to my convenient uptown location my rental libraries for which I charge one dollar membership fee (not refunded) seem to flourish. This in spite of the fact that we have very unfair department store competition, three of which rent books for three cents a day with no membership fee. True, I was forced to reduce my fees from five cents a day to three cents a day

to meet this exigency, but that is merely a sign of the times.

A rare book room which I instituted shortly before I opened the children's bookshop has not been profitable. Fine bindings and first editions still sell, but the space given over to these books was too valuable for the amount of business we were doing with them. Oklahoma City as a city has not gone into book collecting in a big way and until it does so I feel that a rare book department is a loss to a shop of this kind.

SILHOUETTE BOOK SHOP



OKLAHOMA CITY

On November 3, the Silhouette Book Shop gave a very successful tea for Irina Skariatina, author of "The First to Go Back." About 350 people came to the party although it was a gloomy rainy day. The shop was cheerful with candlelight and a groaning board and the Countess received the guests graciously and autographed 55 copies of her book, in each case adding a personal sentence or two for each purchaser. This was the shop's first literary tea but others will be given, as this one was so much enjoyed.

In and Out of the Corner Office

CLARENCE B. BOUTELLE, who was formerly connected with Alfred A. Knopf, Inc., joined the firm of Long and Smith on December 8th as advertising manager. ❖ ❖ ❖

Robert Benchley went on the air in the premiere of a new twice-weekly radio program on Christmas Day at 9:15 P.M. Mr. Benchley will comment on the happenings of the day every Monday and Thursday evening over the WABC-Columbia network. ❖ ❖ ❖

Lloyd C. Douglas, author of "Magnificent Obsession," "Forgive Us Our Trespasses" and "Precious Jeopardy," will lecture steadily during the first three months of next year. In January he will appear in various places from Brooklyn to Texas; February will find him in Iowa, Minnesota, Illinois, Michigan and Massachusetts, while in March he has lectures scheduled in West Virginia, Indiana and Wisconsin. ❖ ❖ ❖

Henry M. Snyder, representative of American publishers in the Orient, has returned from his fall trip one month late and well laden with orders. ❖ ❖ ❖

Richard J. Walsh, editor of the magazine *Asia* and president of the John Day Company, publishers of Pearl Buck, will leave in January for his first trip to the Orient. ❖ ❖ ❖

Elizabeth Chevalier has resigned as publicity manager of the John Day Company. ❖ ❖ ❖

James L. Crowder is now representing Long & Smith in the Middle West. ❖ ❖ ❖

Edward C. Delafield, Jr., will carry the Long & Smith line in New York, Philadelphia, Baltimore, Washington, Boston, and the New England states. ❖ ❖ ❖

Philip Sipser, at one time buyer for the Brentano 27th Street store, has taken the place of Morris Michaels, who passed away suddenly last week, as buyer for Duttons, Inc. ❖ ❖ ❖

Ray Long, formerly editor of the *Cosmopolitan Magazine*, and chairman of the Board of Ray Long and Richard R. Smith, and Frederick L. Collins, author, have been signed up by the Fox Film Corporation. ❖ ❖ ❖

Frederick Blossom, who used to be librarian of the Explorers Club and who translated for Boni the last volume of Proust and edited and revised the "Memoirs of Casanova" for the same firm, is now librarian of the Carlos P. Huntington Library in New York. This library recently undertook to house and catalog the Museum of the American Indian collection and Dr. Blossom is in charge of this catalog. ❖ ❖ ❖

According to the *Harvard Alumni Bulletin*, Harvard men have published 308 books in the last six months. Half of these were by members of the Harvard faculty, the division of arts and sciences contributing slightly more than the faculty in the medical or law schools. If these Harvard men had kept to this average throughout the year, they would be contributing about 10% of the country's entire output. ❖ ❖ ❖

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

Founded by F. Leypoldt

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Publisher and editor to 1933

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SANFORD COBB	ALICE P. HACKETT
ALBERT R. CRONE	Publications Manager
LOUIS C. GREENE	Advertising Manager

December 30, 1933

I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto. —BACON.

Good News

OUR CUSTOMERS' CHOICE DEPARTMENT in this issue contains good news for the entire trade.



WE DO OUR PART

Reports from representative booksellers throughout the country indicate definitely that the trend in bookbuying is definitely upward. The buying public is apparently optimistic once again, and its optimism is reflected in the stores

which report more unit sales and, in some cases, larger sales. The old-time Christmas rush was apparent in many stores, and cash buyers were more numerous than recently.

It must not be assumed, however, that booksellers are as yet out of the woods. There is a long way to go before the trade reaches a normal level, and it will not achieve stability until certain obstacles have been overcome. The chief of these is the department store price-cutting situation, which, while it continues, will be a serious menace to all dealers in books alone. With the up-trend in buying apparent, it becomes necessary for every bookseller and publisher to work towards the elimination of this evil.

Will You Aid Now?

THE LEADERS of the American Booksellers Association are making a vigorous and ably-directed fight against the price-cutting situation in New York City with its grave menace to the whole fabric of American bookselling. Those who remember the low estate of the booktrade a generation ago do not need to be told the harm this can do and the long hardships of the recovery.

The line of fight for common justice which the New York local Retail Code Committee has said should be carried to NRA in Washington is as follows:

1. The Recovery Act as passed by Congress specifically provides in Article XI that "the provisions of this Code shall not be interpreted or applied to eliminate or oppress small enterprises or discriminate against them."

2. The general Retail Code declares that "the use of 'loss leaders' shall be considered unfair practice." This is a clear enough mandate that the "loss leader" method of selling shall be discontinued.

3. But, by an administrator's interpretation (not by the Code itself) a few department stores are selling books without covering their cost of doing business at all, thus making the booksellers, "small enterprises," indeed, as compared to the department stores, victims of the unfair practice of loss leaders.

The issue is clear. The department store feels that the public will not believe in their general price levels unless they add evidence by laying the whole book business on the altar for sacrifice. The country believes that the oppression of small business is one thing the NRA is campaigning against; unfair trade practices, which prevent the upbuilding of industry. Wide healthy distribution means lower book prices. Distribution hamstrung for selfish purposes means for books smaller printings and inevitably higher price levels.

The American Booksellers Association, with exceedingly able counsel, is to take the case to Washington, as it is of more than local significance. Public opinion is getting behind better business methods as never before. Now is the time to strike again to give American books the fair show that is extended to books in every other book-producing country.

The A. B. A. officers need and deserve, the *Publishers' Weekly* believes, an immediate

special financial contribution for the necessary expenses of going to Washington with counsel. (The membership dues cannot cover this emergency expense.) We believe there is urgent reason for the trade to get squarely into this fight. It is our suggestion that you, meaning every dealer in books, should send a contribution to an A. B. A. War Chest and say to Messers Magel, Crowell, Womrath and Fuller—"On to Washington!"

"This Is a Free Land"

ONE OF F. P. A.'s recent columns, rather to the consternation of his friends in the book-trade, says, apropos of department store price cutting on books, that "this is a free land and we see no reason why a merchant should not charge as little for his wares as he wants to; or as much." This theory would take us back quite a way in some fields of business, but probably Mr. Adams is only wishing bad luck to the book market and wouldn't favor a renewal of the old style of merchandising in the other instances.

A generation ago it was found that railroads gave freight rates on different scales, some customers getting lower rates than others. The country, disagreeing with Mr. Adams' theory, decided that this should not be, and so the railroad was compelled to issue tariff rates and adhere to them. Not long afterward grave inequalities were pointed out in the pricing of life insurance, and again the government decided that it would be to everyone's advantage if rates were stable and reliable. The clock might be turned still further back to the days when all merchants marked all merchandise with code figures and bartered up and down with customers.

In more recent years one might examine the situation in the field of newspapers which Mr. Adams puts forward and wonder whether the newspapers or the public *would* be better off if the *Herald Tribune*, for instance, could be bought at one counter for one cent and at another counter for two cents with buyers running here and there to save a penny. The Erie Railroad might sell the paper at its stations in the morning at a penny to attract commuters its way, and, of course, the Lackawanna might retaliate by selling the paper for a half penny, while actually the number of commuters going to New York would remain the same. Just such an unproductive fight as this has been

going on in the book business, and Mr. Adams seems to like it.

It might be well to study the prices of books abroad. Standard maintained prices are the custom in every European country and Mr. Adams' contention leads us squarely to the belief that this could be lower if they had the New York loss-leader practice. The facts are undoubtedly against the contention, but this would probably not convince Mr. Adams that rugged individualism is not the best thing for the public. The fact that these outworn methods are given the approval of a person as closely in touch with the book-trade as is Mr. Adams, with the contention that they are of benefit to the public, indicates how far we must yet go to produce in the book industry an appreciation of sound business practice.

In a normal, healthy state of business book prices can be lowered only as the size of the market increases. There cannot be the slightest doubt that the size of the market is decreased when the number of outlets is reduced as the result of the reckless price-cutting which is practiced when books are used for bait. Books can be produced at seventy-five cents and a dollar because a widespread market for this type of book has been developed, but not by a reduction of the outlets which price-cutting produces.

The importance of wide distribution of books in our democratic society is of such recognized importance that almost every public unit of government takes pains to make books available, free of charge. Publishers and booksellers cooperate in creating a wider market so that books can be sold to the public at as low a figure as possible. To have Mr. Adams' influence thrown against wider book distribution by methods which have proved successful in every other book-producing country is saddening.

Will You Aid?

The American Booksellers Association must take their strong case against the loss-leader price-cutting of books to Washington. This means expenses for travel and for counsel. We suggest a contribution at once from every bookseller to Frank L. Magel, president of the A. B. A., 2 West 45th St., New York.

News of the Week

Senators Suggest NRA Board to Protect Small Dealers

THE OPPRESSION of small business under the codes, the problem on which the A. B. A. has been engaged in New York, is to be the subject of special investigation at the suggestion of Senators Borah and Nye. General Johnson has invited these senators to sit on a board for the purpose, and announces that, "N. R. A. heads have reached the point where they would like to have such a board." No indication has been given as to whether the proposed board would be confined to members of Congress or whether it would include representatives of industry, labor and consumers.

Graphic Arts Code Ready for Roosevelt's Signature

THE GRAPHIC ARTS CODE went to President Roosevelt for signature at the end of last week but has not been signed as we go to press. Simultaneously the President is considering the Code for the larger newspapers and the printing unions have registered protests against labor phases of this. As the smaller newspapers, organized as the Nation Editorial Association, are included under the Graphic Arts Code, the President has been expected to sign both together.

Codes for electrotyping and stereotyping, which were, at their request, excluded from the Graphic Arts Code, were signed on December 26th. These provide for a 40-hour week which may indicate that this is also to be the maximum of the Graphic Arts Code. These two codes also provide for a \$1.00 an hour minimum wage with \$1.10 for night work.

Reemployment Agreement Continued

THE PRESIDENT has continued by proclamation the President's Reemployment Agreement, under which firms have been flying the Blue Eagle. The agreement is extended to April 1st and any house which continues to show the Blue Eagle is considered to have expressed its willingness to continue to abide by the Agreement.

American News Team Takes Bridge Trophy

THE INNER SANCTUM BRIDGE CUP, put up by the Viking Press, last year's winners, was captured by Maurice Tobias and Joseph J. McConkey, representing the American News Company, at the second annual Duplicate Contract Bridge Tournament for book publishers which was held at the offices of the Viking Press on the evening of December 20th. The trophy was originally offered by Simon and Schuster a year ago at a tournament given in honor of the publication of P. Hal Sims' "Money Contract." Mr. Tobias and Mr. McConkey, with 100 match points, were only half a point ahead of second place winners, Bennett Cerf and Donald S. Klopfer of Random House and Modern Library. Mr. and Mrs. Meredith Wood representing the Book of the Month Club were in third place with 99 match points, and Marshall Best and Cortland Fitzsimmons of the Viking Press, defenders of the championship, were in fourth place with 98½ points. In fifth place were Robert Rau and Harold Strauss of Covici-Friede. Twenty teams entered. Best and Fitzsimmons were considerably unnerved before the tournament began by the arrival of a box of lilies from Ralph Roeder, author of the Viking best seller, "The Man of the Renaissance." It is planned now that there will be informal tournaments, not for the trophy, more frequently.

Ellery Queen Prizes Awarded

MORE THAN 900 suggested titles for the next Ellery Queen detective story were submitted to Stokes in a contest announced to the trade at the time of the publication of this popular author's seventh book, "The Siamese Twin Mystery." The judges now announce that the title of the next Ellery Queen novel will be "The Chinese Orange Mystery," the prize-winning title suggested by Gould Stevens of the Hennepin-Lake Circulating Library, Minneapolis. Mr. Stevens received an award of \$50. Second prize of \$25, went to Adele Seifert of the Bookshelf, Webster Groves, Missouri, whose suggested title was "The Arabian Nights Mystery." There

were, in addition, five prizes of \$5 each, which were given for the following five titles, listed here in order of excellence as determined by the judges: "The Latin Quarter Mystery," submitted by Elida B. Sterling, Mary Lee's Shop, West Haven, Conn.; "The Indian Club Mystery," Mary Burnham, H. W. Wilson Co., New York City; "The Cheshire Cat Mystery," Harriet P. Mosiman, The Book Shop, Newark, N. J.; "The Bohemian Glass Mystery," Dorothy E. Brock, Saratoga Springs, N. Y., and "The Dresden Doll Mystery," Alice E. M. Gebhardt, Eugene Ferrin Clark Bookshop, New Haven, Conn.

The New York *Daily Mirror* reported last week that Ellery Queen's real name is Emanuel Lepowski, and that he is a musician of some accomplishment as well.

Library Campaign Successful

IN ADRIAN, MICHIGAN, Agnes H. Jewell, the Librarian, found a way to increase the support for her library and to give its patrons a better supply of new books by having a "Buy-a-Book-for-the-Library" campaign during National Book Week in November, at which time a large collection of purchasable books were put on display on the main library floor not far from the desk. Publicity for the event came in the form of ten newspaper stories. To each visitor of the library was given a pamphlet saying, "Won't you select a volume during Book Week and present it to the library as a gift?" As a result of this campaign over \$400 was spent for books for the library, and, besides, people brought in several hundred used books as gifts. Out of the whole consignment of new books only a couple of dozen books were left unsold, and those it was expected would be bought up shortly.

Into each book was pasted a bookplate of the library and the name of the donor, so that future borrowers would be aware that the habit of personal gifts to the library was being developed, which, in turn, might lead to further gifts.

Unwritten Books

THE CHICAGO LIBRARY CLUB as a joint project with the Society of Midland authors is making a survey of some books which need to be written. Emily Van Dorn Miller at the A. L. A. headquarters is asking librarians for suggestions of titles.

Code Column

RECENTLY A NEW YORK DEPARTMENT STORE was ordered to desist from announcing a liquidation sale when it was reported to the local NRA Administrator that this was not a bona fide liquidation sale, first, because merchandise from other sources had been included; second, because the advertising said the merchandise would be sold at cost or below cost, which was not likely to be the fact. Because of the acquiescence of the store to a change in the advertising, the name of the store was not given.

THE NEW YORK RETAIL CODE AUTHORITY last week went on record as opposing the proposed 2% States sales tax. Grover C. Whalen, chairman of the Code Authority, in a letter to Seabury C. Mastick, chairman of the New York State Tax Commission for the Revision of the Tax Law, protested emphatically against the proposed tax, declaring that it would detract from the city's buying power, prove harmful to the whole recovery program and possibly drive many small merchants out of business.

PRICE MAINTENANCE is part of the automobile code, and General Johnson recommended that the bid of a dealer who submitted a cut price on Ford cars should be rejected by the Department of Agriculture.

ERNEST F. AYRES, of Ayres Book Shop, Boise, Idaho, takes exception to the statement in the *Publishers' Weekly* of December 2, that "No code has yet been passed which provides for the control of the resale price at the point at which the goods reach the consumer." Mr. Ayres points out that the "Steel" Code (covering steel office equipment) which was approved by the government in early November, specifically protects the resale price, and eliminates all discounts to customers, including state, governmental and municipal bodies, on sales of less than \$1000. A 15% discount to a customer is the maximum, and that only applies on sales of \$10,000 or over, all to be delivered in one shipment at one place. "With this code as a basis," says Mr. Ayres, "please advise the publishers to cease being scared of price maintenance."

PROFESSOR PAUL DOUGLAS of the University of Chicago has been called on to plan the scope and character of the County Councils for the 3,098 counties of the United States.

A meeting to arrange for these was called last week by Mr. Roosevelt.

Dexter Keezer has been appointed director of the N. R. A. Consumers Board by General Johnson, a board that is to check against extortionate prices.

General Johnson is to speak before the convention of the National Retail Dry Goods Association on January 18th, his first address specifically to retailers.

As Typewriter Succeeds Pen

"THE DAYS ARE PASSING for authors' original manuscripts," says Roger Howson, Librarian of Columbia University in his report for 1933, "as they have largely passed for autograph letters of the Presidents of the United States. It is not easy to give a satisfactory definition of an author's original manuscript, when the author uses a typewriter. He will have several copies made at once, and the corrected typescript for collectors or for historians of literature is hardly to be separated from a corrected proof. The dictionaries give a division between words that are set down in manuscript and words that are set down by a mechanical process, whether this process be typewriting or printing, for it hardly seems possible to form a definition of printing that can exclude reproduction on a typewriter; such a division appears to be logical, and yet it differs very essentially from the division that is needed for actual usage in both tariff and postal regulations. For customs purposes it has been decided that typewritten sheets are written and not printed, and apparently the line of demarcation is whether the punctuation marks are visible on the reverse side of the page or not. If a comma shows through the sheet, the sheet is a manuscript, and if no comma shows through the sheet, the sheet is printed. It is the tittle and not the jot that is important. The postal regulations also put typewriting and manuscript together into one schedule, allowing reproductions of typewriting, so long as they are 'clearly recognizable as such'—and therefore presumably poorly done—to pass through the mails at a lower rate.

"An interesting question runs unanswered through the pages of Garvin's 'Life of Joseph Chamberlain' as to the effect that the telephone or a typewriter would have had on the equality of the papers that passed through the hands of his biographer. It is probable that there would have been an increase in the number of papers, but in all probability

the papers that would have been there would record results more than processes; the most political biography ever written would have lost the pulsating touch of the moment that is on its every page. The use of the typewriter, with its possibility of carbon copies of the least important letters, would increase the number of papers, without any real increase to the knowledge of the author, and it would also affect the originality of letters and of memoranda. There would be fewer misunderstandings through partial or misinformation, and through it a unity of purpose would have been achieved with less difficulty.

"Altogether, it would seem that verification of documents or letters as possessing 'original' quality is now a somewhat hopeless task. The telephone has robbed the written word of any sense of completeness, and the typewriter has abolished the authority of uniqueness."

Hoover Book Announced

AN INSIDE STORY of the Hoover Administration, told by Theodore C. Joslin, who was secretary to the President from 1931 until Mr. Hoover went out of office, will be published by Doubleday, Doran sometime this spring under the title of "Hoover—Off the Record."

Travel Book Contest

A TRAVEL BOOK PRIZE CONTEST with a prize of \$2,500 in advance on royalties has been announced by Robert M. McBride & Co., and the magazine *Travel*, of New York, and the British publishers, George G. Harrap & Co. The contest is open to all writers who deal with any of the varied aspects of travel, and the manuscript must be written with the general public in mind. Only unpublished and unserialized manuscripts, in English, of from 50,000 to 200,000 words will be considered. Both publishers are to have the option of publishing, on the usual royalty basis, any books that may be submitted, even though they fail to win the prize. The contest closes November 30, 1934, and the prize will be awarded during the month of December, 1934. The prize committee will consist of the editorial staffs of *Travel* and of the two publishing houses, together with a group of writers and explorers. American entries should be sent to Robert M. McBride & Co., 4 West 16th Street, New York City.

Obituary Notes

MORRIS G. MICHAELS

MORRIS G. MICHAELS, head buyer for Duttons, Inc., in New York City and widely known in the trade, died on December 21 of heart disease. He was 45 years old.

Mr. Michaels was graduated from Amherst College in 1909, a member of Phi Beta Kappa. During his college days he divided his time between athletics and reading. He read much more in college, he once told an interviewer, than he ever did before, or ever had time for since. He was a good athlete and even spent one summer playing professional baseball with the Utica club in the New York State League. Following his graduation he came to New York City and taught English in the DeWitt Clinton High School, studying law at New York University at the same time. He was awarded his LL.B., and went into law practice with another young lawyer, both continuing to teach high school at the same time. After a year he gave up both the law and teaching and went into business in order to make enough money to allow him to be married. He went into the warehouse and storage business and found it both stimulating and lucrative, the business being exceptionally good because of the World War. Nine years later, having made a tiny fortune in this business, and having long been interested in the drama, he abandoned his position and went into theatrical producing. His first venture, a stock company in Bethlehem, Pa., was unsuccessful. The following season he lost nearly all of the rest of his money, and besides was rather disillusioned with the theater, and so for both financial and personal reasons he left that business.

At this time he read a blind ad in the *New York Times* asking for an executive to take charge of a shipping and receiving department. He answered the ad and became head of the Womrath shipping department in 1926. He stayed in the department two weeks, discovered that all he had to do was to load up two trucks daily and send them around to the branch stores. This wasn't enough for a man who, as a warehouseman, had supervised the loading of four hundred freightcars a day, and he asked to be given a larger job. He worked through the business rapidly and was soon doing the buying. In 1928 he left the Womrath business and

joined Brentano's as buyer, succeeding Joseph A. Margolies. This position he held until the Brentano difficulties in 1932, when he resigned. In July, of this year, he became associated with Duttons, Inc., taking the place of Charles A. Burkhardt, who had retired.

Mr. Michaels was well known and highly regarded. His death is a severe loss to the trade.

ARCHER BUTLER HULBERT

ARCHER BUTLER HULBERT, professor of history at Colorado College since 1919 and noted for his research in American history, died December 24th at his home in Colorado Springs. He would have been sixty-one on January 26th. Professor Hulbert was the author of many books and articles on the history of the American West, one of which, "Forty-Niners," a chronicle of the California gold rush, was awarded the Atlantic Monthly-Little, Brown \$5,000 prize in 1931 for a non-fiction book on the American scene. The material for the book was gleaned from more than 250 original diaries, journals and records of the period. Since 1925 he had been director of the Stewart Commission on Western History and had edited numerous volumes of original material on the subject. He was the author of more than 100 publications. A bibliography of his writings was published by the Vermont State Library in 1929 on the anniversary of twenty-five years of academic teaching.

GEORGE H. GEER

GEORGE H. GEER, salesman for Houghton Mifflin & Co. for sixteen years, and one of the most widely known travelers of the publishing trade, died on November 14th at his home in Syracuse from monoxide poisoning when starting a car. In 1905 he entered the retail department of Bobbs-Merrill Co., and was manager and buyer there for two years prior to the time the retail business was sold to W. K. Stewart Co. He then entered the publishing department of Bobbs-Merrill and in 1914 was appointed sales manager of the company. He left the Houghton Mifflin staff two years ago.

HESTER D. RICHARDSON

MRS. HESTER DORSEY RICHARDSON, historical writer and genealogist, died on December 10th. Her "Sidelights of Maryland History" was widely read.

Customers' Choice

Business Looks Up!

IT WAS A GOOD CHRISTMAS. With the curve of Christmas sales turned upward in many bookshops for the first time in four years, and the hard fight being pressed by the A.B.A. against the department store price-cutting situation, booksellers are in a frame of mind which augurs well for the coming months. And their customers seem to share the same frame of mind.

❖ ❖

When it became apparent that Christmas business this year was going to be better than that of a year ago we wired a few representative booksellers in various parts of the country to ask them how they viewed the situation. It's a distinct pleasure to be able to print their answers.

❖ ❖

Ralph B. Henry of Carson Pirie Scott in Chicago says, "Business during December was markedly better than in 1932, and I look forward to a continuation of improving conditions during the coming months. Confidence and hope seem to have replaced the distrust and despair of the depression—and 1934 should become the year of recovery." Carson Pirie Scott's December best sellers were: "Anthony Adverse," "Within This Present," "Oil for the Lamps of China," "One More River," "Miss Bishop" and "As the Earth Turns" in fiction. Non-fiction best sellers were: "Life Begins at Forty," "Crowded Hours," "Testament of Youth," "We Move in New Directions," "Over Here" and "Poor Splendid Wings."

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From Cincinnati, Ohio, John G. Kidd, of John G. Kidd & Son, reports: "Business for December was highly satisfactory. The main store showed an increase of 35% over last year. Our December gross exceeds last December by a considerable amount, even though we have two fewer stores. We had the greatest number of customers actually handled since 1929 and by far the most cheerful from a sales point of view. Our most successful fiction was 'Anthony Adverse,' 'One More River,' 'Oil for the Lamps of

China,' 'Rabble in Arms,' 'Within This Present' and 'Three Cities.' 'Crowded Hours' was by long odds the most popular non-fiction title, with 'Life Begins at Forty,' 'More Power to You!' 'Over Here,' 'Charles I,' 'With My Own Eyes,' 'Poor Splendid Wings,' 'The American Procession' and 'The Edwardian Era' following closely."

❖ ❖

Guy Turner of the Doubleday, Doran Book Shops in St. Louis states, "Our Christmas business was 15% ahead of last year, with Friday and Saturday our biggest days. We noted more buying by the masses in addition to regular customers than ever before. We attribute part of our increase to the distribution of the *Herald-Tribune Books*." Mr. Turner's customers bought "Anthony Adverse," "Within This Present," "Rabble in Arms," "After Such Pleasures," "One More River," "Oil for the Lamps of China," "The American Procession," "Poor Splendid Wings," "The Man of the Renaissance," "Testament of Youth," "Strange Victory" and "African Intrigue."

❖ ❖

Charles M. McLean of Pettibone, McLean in Dayton, Ohio, who got out another of his humorous Christmas catalogs again this year, this time heading it with a picture of a "meeting of his creditors," tells us that his December retail sales were almost the same as last year, with library sales 25% off. "The month started off badly," he says, "and sales were 20% off until the last four days when an old-time rush came. There were not many big sales, but enough to justify the belief that conditions are improving. There is more optimism and less growling about hard times from our customers. Our condition is a shade better than last year due to close buying and lower overhead. Publishers' cooperation has been excellent. We are not kidding ourselves about the future. Next year will not be easy but we feel that the business curve has started up." Best sellers here were "Anthony Adverse," "Within This Present," "Three Cities," "Marie Antoinette,"

"More Power to You!" and "Behind the Doctor."

❖ ❖

From the Old Corner Book Store in Boston Richard F. Fuller comments, "For the first time in four long, weary years we have had a Christmas business which is ahead of the previous year. This leads me to the joyful occupation of figuring next year's budget of sales at a nice increase over 1933." Christmas leaders in fiction were "Rabble in Arms," "Anthony Adverse," "Within This Present," "One More River," "Bird of Dawning," "Oil for the Lamps of China," and "Bonfire." Non-fiction best sellers included "The American Procession," "The Man of the Renaissance," "Testament of Youth," "The Edwardian Era," "Crowded Hours," "Over Here," "Marie Antoinette" and many books on wining and dining.

❖ ❖

Cedric R. Crowell, general manager of the Doubleday, Doran Book Shops, reports a satisfactory increase in business everywhere except in New York City. Comparing only those shops which were in operation both this year and last, Mr. Crowell states that business for the out-of-town shops is estimated at 9% ahead of last year for the month of December, while the New York shops are running about 1/2 of 1% behind.

❖ ❖

From Chicago, A. Kroch, owner of Kroch's Bookstore and of the Brentano stores, says, "Business was somewhat better than last year's in all our stores." Arthur Brentano reports to us that at the New York Brentano store there was a marvelous finish which puts them about 20% ahead of last year for the month to date. The Washington store also had excellent sales. The Kroch best sellers were "Anthony Adverse," "Three Cities," "The Edwardian Era," "Bird of Dawning," "Oil for the Lamps of China," "Within This Present," "Steel Trails," "More Power to You!" "Life Begins at Forty," "Crowded Hours," "Ah King," the Pop-Ups, "My Life as a German and a Jew," "We Move in New Directions," "The Short Bible," "Dr. Dolittle's Return" and "Young Fu."

❖ ❖

Henry C. Smith of Duttons, Inc. states that the sales of rare books, stationery and cards have been improving steadily for the past six months, but that fiction sales have just as

steadily fallen off. This he attributes entirely to the price cutting department stores in the city. Although the first 10 days of December were behind last year at Dutton's, business picked up rapidly after that, coming to a climax the day before Christmas, which was the best day, in percentages, for the past 20 years, running 60% ahead, in cash sales, of the year before. Mr. Smith thinks it has been a mistake to urge that people do their Christmas shopping early. When merchants make a cold-blooded thing of Christmas, he says, the customers are also cold-blooded and don't feel like spending much money. But when the Christmas spirit gets in the air and the decorations are up, then people are much more eager to buy generously.

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In Cleveland "Business has been satisfactory, with general conditions somewhat better than last year," according to Charles K. Jackson of Burrows Brothers. "Anthony Adverse" led sales here also, followed by "Within This Present," "Life Begins at Forty," "The American Procession," "More Power to You!" "Precious Jeopardy," "Ah King," "One More River," "Oil for the Lamps of China," "Garden Flowers in Color," "The Man of the Renaissance" and "Crowded Hours."

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Christopher Grauer of Otto Ulbrich's in Buffalo told us that his cash business was better this December than last, with the charge business yet to be computed. December 16th was the largest cash day in the Ulbrich store in two years. "Publishers must keep their heads and cut their lists," Mr. Grauer commented. "People nowadays pick only the winners. Customers are so well informed that it is foolish for a bookseller to stock anything but the leaders." Mr. Ulbrich distributed 4000 to 5000 copies of the Christmas *Herald-Tribune Books* and expects to do even more with it next year. His best sellers were "Anthony Adverse," "Within This Present," "Rabble in Arms," "The Farm," "One More River," "Precious Jeopardy," "The Letters of Grover Cleveland," "The American Procession," "The Edwardian Era," "Bird of Dawning," "More Power to You!" "100,000,000 Guinea Pigs," and "Life Begins at Forty." Anne Davies, head of the Ulbrich children's department, told us that "Three Little Pigs" was a big

seller. The movies were responsible for the store's being completely sold out on "Alice in Wonderland" and "Little Women," while a performance of "The Five Little Peppers" by the State Teachers' College created a sale for that book. Other juvenile best sellers were "Glory of the Seas," "The ABC Bunny," "Dicket," "Told Under the Blue Umbrella," "Get-A-Way and Háy János," "Wagtail," and "Ping."



The Stokes and Stockell Book Shop in Nashville, Tenn., says, "Our Christmas business was unusually good." Best sellers were "Anthony Adverse," "The Old Man Dies," "Oil for the Lamps of China," "Within This Present," "One More River," "The Man of the Renaissance," "Andrew Jackson, Border Captain," "First to Go Back," "The First World War," and "Marie Antoinette."

New Classics Library

ENGLISH CLASSICS selected from various departments of literature will be soon available in a new library edition with the imprint of the Oxford University Press. They will be designed by Bruce Rogers, with his usual taste and charm. The *Hesperides Series* will begin with two volumes of Herrick and be continued with "Cranford." The books are green cloth of neat design, somewhat reminiscent in size of the old large paper editions of the *Golden Treasury Series*. There will be a limit of 500 copies to each volume with B. R.'s thistle mark, price \$2.50 a volume. There will be no regular interval of publication, but the first volume will be available shortly.

This project for the making of popular-priced library editions is one that Mr. Rogers has hoped for a long time to be able to undertake. The text will be that of the Oxford Standard Editions, and the type will be used later or simultaneously for the Oxford Classics, thus making the low price of production possible.

First Air Atlas

THE KEMP MEMORIAL FUND has been drawn on by Columbia to finance the publication of "The Airways of America," the first air guide and atlas ever to be issued in America. The volume is issued by the Geographical Press of Columbia University at the very moderate price of \$2.50 and has been edited by A. K.

Lobeck, Professor of Geology at Columbia. The section covered by this first volume is the route from Newark to San Francisco.

British Book Club

AN ORGANIZATION CALLED THE BOOK GUILD has been established in London, with John Stafford as Secretary. The first announcement states that it is "a new society for the promotion of book-buying." The Guild recommends once a month to its members one book of fiction and one book of non-fiction and urges them to buy the books at any bookstore. Membership costs 5s. a year from the date of enrollment. Membership includes a general service of information with regard to books, from obtaining out-of-print volumes to discussion of difficult points of book buying.

Radio Reviews

FOR OVER A YEAR NOW Bertha M. Andrews has been giving fifteen-minute book reviews over stations WERE and WLBW, Erie, Pa. Last year Mrs. Andrews reviewed about forty books. This fall she has so far reviewed "Anthony Adverse," "The Paradine Case," "Fault of Angels," and "No Second Spring." She may be reached at 467 Glenwood Boulevard, Erie, Pa.

Leased Departments

CHAINS OF DEPARTMENT STORES made up of leased departments seemed unlikely to succeed, according to a recent survey made by the Harvard Graduate School of Business Administration. The study, based on statements of 545 department and specialty stores for 1930, showed that 1416 leased departments of 95 different kinds were operated. Books and stationery made up 4.5% of the total. The survey says that the field for expansion of leased departments is greatest in stores of medium size, but that the difficulties of coordination work against stores made up entirely of leased departments. "While it remains perfectly feasible to operate a few departments by the method," the survey states, "without having the store as an institution suffer in the esteem of its clientele, there still remains the very real question as to whether a store made up entirely of leased departments or departments similarly operated, would preserve any institutional flavor whatever."

Market News

New Books on Wines, Cocktails and Liqueurs

EVERY WEEK this department prints a list of books on special subjects. We will be glad to receive suggestions from booksellers as to subjects which will be helpful to them.

NEW BARTENDER'S GUIDE. *Caspar, Krueger, Dory*, 50 c.

A MANUAL FOR THE DISPENSING OF WINES, LIQUORS AND BEERS. By Otto Schatz. *Nicolay's Bookshop*, Union City, N. J., 25 c; 15 c.

NOTES ON A CELLAR BOOK. By George Saintsbury. *Macmillan*, \$2.50.

WINING AND DINING WITH RHYME AND REASON. By D. T. Carlisle and Elizabeth Dunn. *Minton, Balch*, \$1.50

THE A B C OF WINES, COCKTAILS AND LIQUEURS. By Alexander Drex. *Crown Pub. Co.*, 25 c.

THE OFFICIAL MIXER'S MANUAL. By Patrick Gavin Duffy. *Long & Smith*, \$3.

TOM AND JERRY'S BARTENDER'S GUIDE; HOW TO MIX DRINKS. *Charles T. Powner Co.*, Chicago, 75 c; 35 c.

THE SAVOY COCKTAIL BOOK. By Harry Craddock. *Simon & Schuster*, \$2.59.

THE BARTENDER'S FRIEND. *Jarmor Pub. Co.*, \$2.50.

WINES. By Julian Street. *Knopf*, \$2.

JACK'S MANUAL. By J. A. Grohusko. *Knopf*, \$2 (January 8).

ABOUT WINES. By P. Morton Shand. *Knopf*, \$2.75 (January).

THE A B C OF WINES. By Frank Schoonmaker. *Simon & Schuster*, \$2 (January 7).

Notice to Control Card Users

"SOLDIERS—WHAT NEXT!" by Katherine Mayo (Houghton), originally scheduled for Nov. 10th, will be published Jan. 24th. The price has been changed from \$3 to \$3.75.

New Braille Title

AMONG THE LATEST BOOKS to be produced in braille is "Julia Newberry's Diary."

Business Notes

BOSTON, MASS.—Lothrop, Lee & Shepard Co., for the past twelve years at 275 Congress Street, have moved to 126 Newbury Street.

FAIRMONT, N. C.—Doretha Farmer is running The Traveling Library.

GRAND FORKS, N. D.—Elizabeth Seese has opened the Seese Rental Library at the Hotel Ryan.

LOCKPORT, N. Y.—The firm of Shaefer-Davis has recently been started at 41 Pine St. There will be general books, juvenile books and office supplies.

NEW LONDON, CONN.—The shop called Books, at 46 Meridian St., will now be run under the name of Tracy's Book Store and moved to 60 Meridian St.

NEW YORK CITY—Benjamin Swann and Murray Gottlieb have dissolved their business partnership. Mr. Gottlieb will continue to run the bookshop under the same name, Swann Bookshop, at 65 Fifth Ave. All liabilities incurred by the partnership have been assumed and will be paid by Murray Gottlieb.

SARATOGA SPRINGS, N. Y.—Simon Shenbaum has opened the Business Bookstore, a shop which will have books for sale and a circulating library. The address is P. O. Box 100.

Changes in Price

COWARD-McCANN, INC.

Collins: "Mirth and Mystery" has been reduced from \$2 to \$1.

DOUBLEDAY, DORAN & CO.

The price of "The Long Rifle" and "Ranchero," both by Stewart Edward White, has been changed from \$2 back to \$2.50.

SIMMONS-BOARDMAN PUBLISHING CO.

Price changes in list to take effect January 1st:

	Present Price	New Price
"Railway Fuel"	\$4.00	\$5.00
"Laying Out for Boiler Makers"	4.00	5.00
"Aeroplanes, Seaplanes and Aero Engines"	4.00	3.00
"Transport Aviation"	5.00	4.00
"Civil Airports and Airways" ..	4.00	3.00
"Practical Marine Diesel Engineering"	4.50	6.00

Market News

One Month from Now—A Forecast

- COSSACK GIRL, by Marina Yurlova. *Macaulay*, \$2.50.
- MORE OR LESS ABOUT MYSELF, by Margot Asquith. *Dutton*, \$4.
- THE MYSTERIOUS MADAME S., by Simone d'Erigny. *Lippincott*, \$2.
- QUEEN ELIZABETH, by J. E. Neale. *Harcourt, Brace*, \$3.75.
- TWO LOVES HAVE I, by Clara Longworth de Chambrun. *Lippincott*, \$2.50.
- WAR UNLESS . . . , by Sisley Huddleston. *Lippincott*, \$2.
- THE CASE OF THE LUCKY LEGS, by Erle Stanley Gardner. *Morrow*, \$2.
- THE VICTORIAN AFTERMATH, by Esmé Wingfield-Stratford. *Morrow*, \$3.50.
- A MODERN TRAGEDY, by Phyllis Bentley. *Macmillan*, \$2.50.
- THE WELL OF DAYS, by Ivan Bunin. *Knopf*, \$2.50.
- FOOLS RUSH IN, by Anne Green. *Dutton*, \$2.50.
- Jan. 25. A girl who fought with the Cossacks in the World War tells her own story. She will come to this country for Macaulay's publicity campaign. The book will be advertised.
- Feb. 1. An autobiography giving intimate portraits of famous people in the English political and social world.
- Feb. 1. A mystery novel which won the 1933 French Prix du Roman d'Aventure.
- Feb. 1. A scholarly readable biography, the February choice of the English Book Society.
- Feb. 1. A novelized life of Shakespeare, by the sister of the late Nicholas Longworth.
- Feb. 1. A warning of the imminence of another great war, by the author of "Paris Salons, Cafés, Studios," etc.
- Feb. 2. The author scored with his first two detective stories. The new one will have a poster very similar to the "Sulky Girl" one. Only a limited number available.
- Feb. 2. Covering the period between Queen Victoria's death and the World War, this volume concludes the trilogy begun with "Those Earnest Victorians."
- Feb. 5. Macmillan's big spring novel, backed by a great advertising campaign. Imprinted postcards and stickers will be available as well as posters which will be fully described in the *P. W.* later. An advance copy of the novel will be ready for the trade soon after Jan. 1.
- Feb. 5. By the latest winner of the Nobel Prize for Literature.
- Feb. 6. A typical light romantic novel.

Out This Week

- ALABAMA, by Donald Henderson Clarke. *Vanguard Press*, \$2.
- CHRISTINA OF SWEDEN, by Margaret Goldsmith. *Doubleday, Doran*, \$2.50.
- L'AFFAIRE JONES, by Hillel Bernstein. *Stokes*, \$2.50.
- A NEST OF SIMPLE FOLK, by Sean O'Faolain. *Viking Press*, \$2.50.
- OUTLAWS THREE, by Peter Field. *Morrow*, \$2.
- SEA LEVEL, by Anne Parrish. *Harper*, \$2.50.
- SKIN AND BONES, by Thorne Smith. *Doubleday, Doran*, \$2.
- THE YOUNG PEOPLE, by J. D. Beresford. *Dutton*, \$2.50.
- WINES, by Julian Street. *Knopf*, \$2.
- A southern girl makes good in Hollywood. Poster is ready. Advance orders are good, and it will be nationally advertised.
- Greta Garbo's new picture, based on the life of Christina, opened in N. Y. last Tuesday. There will be a banner, tying up with the movie.
- A large color poster available. Will be advertised liberally, first in N. Y., followed up in other cities.
- A three-generation novel of Ireland, which will be impressively advertised.
- Morrow believes in a rising market on westerns. This is the first of five which will be promoted this season. A unique display on all five is being prepared—a broadside, with cutout figures along with it, which can be used for any western story. Elegant posters are ready, Harper tells us, for this story of Americans on a world cruise, by a best-selling author.
- The "subway" poster, reproduced in last week's *P. W.* is featured in a display which 500 book-sellers agreed to use on Dec. 27th.
- The first volumes of the trilogy were well reviewed.
- A poster on all the Knopf wine books will be ready soon.

Market News

Christmas Best Sellers

FICTION

- ANTHONY ADVERSE, by Hervey Allen. *Farrar & Rinehart*, \$3. 293 thousand copies sold. The Christmas gift leader in most stores.
- WITHIN THIS PRESENT, by Margaret Ayer Barnes. *Houghton Mifflin*, \$2.50. Popular everywhere.
- OIL FOR THE LAMPS OF CHINA, by Alice Tisdale Hobart. *Bobbs-Merrill*, \$2.50. A dark horse of last fall that has outstripped many books by better known authors.
- ONE MORE RIVER, by John Galsworthy. *Scribner*, \$2.50. Galsworthy has always been surefire at the Christmas season.
- THE BIRD OF DAWNING, by John Masefield. *Macmillan*, \$2.50. The best Christmas seller at Brentano's and the Beacon Book Shop, N. Y.
- RABBLE IN ARMS, by Kenneth Roberts. *Doubleday*, \$2.50. Boston's best seller as reported to the *Times* by six stores, with second place at six Philadelphia stores.
- AH KING, by W. Somerset Maugham. *Doubleday*, \$2.50. Fifth on last week's *Herald-Tribune* best seller list.
- MISS BISHOP, by Bess Streeter Aldrich. *Appleton-Century*, \$2. Eight stores reported it to the *Herald-Tribune* last week. It was a December leader at Carson Pirie Scott's, Chicago.
- PRECIOUS JEOPARDY, by Lloyd C. Douglas. *Houghton Mifflin*, \$1. One of McClurg's best sellers, also Burrows Bros. in Cleveland.
- AFTER SUCH PLEASURES, by Dorothy Parker. *Viking Press*, \$2.25. Third in sales last week at five San Francisco stores reporting to the *Times*.

NON-FICTION

- CROWDED HOURS, by Alice Roosevelt Longworth. *Scribner*, \$3. The leader last week at stores in five of the eight cities listed in the *Times*, first on the *Herald-Tribune* list.
- THE AMERICAN PROCESSION, by Agnes Rogers and Frederick L. Allen. *Harper*, \$2.75. The best seller during the Christmas rush at the Old Corner Book Store, Boston, and Doubleday, Doran Book Shop, St. Louis.
- LIFE BEGINS AT FORTY, by Walter B. Pitkin. *Whittlesey House*, \$1.50. Carson Pirie Scott's leader.
- THE MAN OF THE RENAISSANCE, by Ralph Roeder. *Viking Press*, \$3.50. Christmas best seller at Brentano's, New York; Stokes & Stockell, Nashville; Burrows Bros., Cleveland, etc., etc.
- MORE POWER TO YOU! by Walter B. Pitkin. *Simon & Schuster*, \$1.75. Third at McClurg's last week, and a leader at Pettibone, McLean's, Dayton, and Burrows Bros.
- OVER HERE, by Mark Sullivan. *Scribner*, \$3.75. One of the three best sellers at three Washington stores reporting to the *Times*.
- THE EDWARDIAN ERA, by André Maurois. *Appleton-Century*, \$3. A Christmas best seller at the Old Corner Book Store and at Brentano's. Six Chicago stores placed it second in sales for last week in the *Times*.
- MARIE ANTOINETTE, by Stefan Zweig. *Viking Press*, \$3.50. One of the oldest books on the list was a prime favorite as a Christmas present.
- TESTAMENT OF YOUTH, by Vera Brittain. *Macmillan*, \$2.50. Third in sales at both Carson Pirie Scott's and the Old Corner.
- CHARLES THE FIRST, by Hilaire Belloc. *Lippincott*, \$4. Second at six Philadelphia stores listed in the *Times*, and a Brentano best seller.

The Weekly Record

Describes and Indexes the New Books of all Publishers in a Convenient Reference and Buying List for Bookstores and Libraries

Ar: Fine Arts **Dr:** Drama **Hi:** History **Po:** Poetry **Sp:** Sports
Bi: Biography **Ec:** Economics **Ju:** Juveniles **Re:** Religion **Tr:** Travel
Bu: Business **Fi:** Fiction **Mu:** Music **Sc:** Science

Abernathy, John R. (Jack)

In camp with Theodore Roosevelt, or, The life of John R. (Jack) Abernathy. 279p. il. D [c. '33] Oklahoma City, Times-Journal Pub. Co., 100 E. 2nd St. 2.00; pap., 1.00

The life of a westerner, famed as a wolf-hunter, which includes his meetings with Theodore Roosevelt.

Abraham, Gerald

Nietzsche. 144p. (bibl.) D (Great lives ser., no. 23) '33 N. Y., Macmillan .75

Aesop

Aesop's fables; based upon Croxall and La Fontaine; 3rd ed. 256p. il. (col.) O '33, c. '25 Chic., A. Whitman 1.00

Aker, Nelson

Yesterday, the foundation of today. 467p. D '33 San Francisco, Harr Wagner 1.40

Akers, Susan G.

Simple library cataloging; 2nd ed., rev. 173p. (bibl.) il. O '33 Chic., Amer. Lib. Ass'n 1.50

America's twelve great women leaders

during the past hundred years as chosen by the women of America; a compilation from the Ladies' Home Journal and the Christian Science Monitor. 55p. il. (pors.) D [c. '33] Chic., Associated Authors Service, 222 W. Adams St. .75; pap., .35

Augustinus, Aurelius, Saint, Bp. of Hippo

De quantitate animae; the measure of the soul; Latin text with English translation and notes by Francis E. Tourscher. 241p. S '33 Phil., Peter Reilly 2.00

Baldt, Laura I.

Dressmaking made easy. 182p. il. D '33 Milwaukee, Caspar, Krueger, Dory bds., .60

Balseiro, José A.

Novelistas españoles modernos. 497p. il. S (Macmillan hispanic ser.) '33 N. Y., Macmillan 2.50

Barnes, Gilbert Hobbs

The antislavery impulse, 1830-1844. 307p. (bibl. notes) O (Amer. Historical Ass'n pub'n) [c. '33] N. Y., Appleton-Century 3.50
 A history of the antislavery agitation in America prior to the Civil War.

Bartlett, Lanier, ed.

On the old west coast; new ed. 336p. il. O '33 N. Y., Morrow 1.00

Beazley, J. D.

Campana fragments in Florence. 34p. il. F '33 N. Y., Oxford 5.50

Beresford, John Davys

The young people. 270p. D [c. '34] N. Y., Dutton 2.50
 The third novel in the trilogy on English family life of which the first two were "The Old People" and "The Middle Generation."

Bernbaum, Ernest

Anthology of romanticism; rev. ed.; vs. 3-5. various p. (bibls.) '33 N. Y., Nelson 1.25, ea.

Bernstein, Aline

Three blue suits [lim., numbered, signed ed.]. 74p. front. O c. N. Y., Equinox Cooperative Press 3.00, bxd.

Three short stories, "Mr. Froelich," "Herbert Wilson" and "Eugene," by the well-known scenic designer.

Bernstein, Hillel

L'affaire Jones; a novel. 257p. front. (col.) D '34, c. '33 N. Y., Stokes 2.50
 A satirical novel about an American in France who unwittingly gets himself into a predicament which becomes a cause célèbre.

THIS LIST aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place, not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n. d.].

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

★ indicates a translation from a foreign language, a key used at the request of the International Institute of Intellectual Cooperation of the League of Nations.

- Black, William Harman** **Hi**
Our unknown Constitution (understandably written for the layman). 215p. (bibl., bibl. footnotes) D [c. '33] N. Y., Real B'k Co., Woolworth Bldg. 2.00
The story of the Constitution of the United States.
- Blanton, Wyndham Bolling, M.D.**
Medicine in Virginia in the nineteenth century. 478p. (5p. bibl.) il. Q c. Richmond, Va., Garrett & Massie 7.50
Two volumes, covering the history of medicine in Virginia from 1607 to 1700 and from 1700 to 1800, have already been published. This volume completes the series.
- Bloom, Lansing Bartlett and Donnelly, Thomas Claude** **Hi**
New Mexico history and civics. 555p. (bibls.) il., maps O '33 Albuquerque, Univ. of N. M. Press 2.50
- Boney, C. De Witt**
A study of library reading in the primary grades. 76p. (3p. bibl.) O (Contribs. to educ., no. 578) c. N. Y., Teachers Coll., Columbia Univ. 1.50
- Bovet, Louis A., jr.** **Sp**
Moose hunting in Alaska, Wyoming and Yukon territory. 143p. il., maps D '33 Phil., Dorrance 2.00
- Bradford, Frederick Alden** **Ec**
Banking; rev. ed. 536p. (bibl. notes) diagrs. D (Longmans' economics ser.) '33, c. '32, '33 N. Y., Longmans 2.25
- Brasier, Inez** **Ju**
Little folk of garden and wood. 125p. il. O '33 Takoma Park, D. C., Review & Herald Pub. Ass'n 1.25
- Brearley, Harry**
Steel-makers. 169p. diagr. D '33 N. Y., Longmans 2.00
Describing the art of making Toolsteel and the men who make it, in England.
- Bregy, Katherine**
Dante's dream of life, and other medieval studies. 138p. O (Science and culture ser.) '33 Milwaukee, Bruce Pub. Co. 1.75
- British year book of international law** 1933, The. 252p. (bibl.) O '33 N. Y., Oxford 6.00
- Brown, Huntington**
Rabelais in English literature. 270p. O '33 Cambridge, Mass., Harvard 2.00
- Browne, Anita, ed.**
The one hundred best books by American women during the past hundred years, 1833-1933, as chosen for the National Council of Women. 128p. D [c. '33] Chic., Associated Authors Service, 222 W. Adams St. 1.25; pap., .75
- Bruce, Kennilworth** **Fi**
Goldie. 275p. D c. N. Y., Godwin 2.00
- Bush, Christopher** **Fi**
The kitchen cake murder. 294p. D '34 c. N. Y., Morrow 2.00
It was a cake that helped Ludovic Travers break an unbreakable alibi in a murder that took place in the little English town of Seaborough.
- Caille, Ruth Kennedy**
Resistant behavior of preschool children. 157p. (2p. bibl.) diagrs. O (Child development monographs, no. 11) c. N. Y., Teachers Coll., Columbia Univ. 1.50
- Carfrae, Elizabeth** **Fi**
This thing called love. 250p. D '34 c. N. Y., Putnam 2.00
A modern romance laid in London.
- Carley, Verna A.**
Student aid in the secondary schools of the United States. 125p. (3p. bibl.) O (Contribs. to educ., no. 594) c. N. Y., Teachers Coll., Columbia Univ. 1.50
- Carroll, Lewis, pseud. [Charles Lutwidge Dodgson]**
A selection from the letters of Lewis Carroll to his child friends, together with eight or nine wise words about letter writing; ed by Evelyn M. Hatch. 268p. il. D '33 N. Y., Macmillan 3.50
- Castillo, Carlos and Sparkman, Colley Fredward**
España en América; segundas lecturas. 114p. il., map D (Chic. Spanish ser.) [c. '33] Chic., Univ. of Chic. Press 1.10
A reader for the latter part of the high-school or college course. Accompanied by a 34 page, paper-bound exercise book.
- Charteris, Brigadier-General John** **Bi**
Haig. 144p. (bibl.) D (Great lives ser., no. 24) '33 N. Y., Macmillan .75
- Cherry, Beso Fayne**
Parlance of Kentucky backwoods. 49p. il. S c. Louisville, Ky., Standard Pr. Co. bds., .50
Tales of a Kentucky backwoods family, which feature the native speech of their type.
- Chipman, Bert J.**
"Hey rubel!" the battle cry of the circus; stories of the big tops. 200p. il. O '33 Hollywood, Cal., Author, 6840 Hollywood Blvd. 2.50
- Clark, Elijah Columbus** **Re**
The practical handbook for ministers. 165p. S [c. '33] Cleveland, Tenn., Church of God Pub. House 1.25
- Aiello, Gaetano Rudolph and others**
Summaries of theses, accepted in partial fulfillment of the requirements for the degree of Doctor of Philosophy, 1932, Harvard University, Graduate School of Arts and Sciences. 389p. O '33 Cambridge, Mass., Harvard 2.00
- Alt, Harold Lynn**
Alt's house heating plans. 213p. il., diagrs. T [c. '33] Chic., Engineering Pub'ns, 1900 Prairie Ave. 2.00
- Beckenstein, Maurice and Ormond, Stephen**
The student's manual of American history. 104p. maps S [c. '33] N. Y., Regents Pub. Co., 31 Union Sq. pap., .50
The student's manual of modern history. 107p. maps S [c. '33] N. Y., Regents Pub. Co., 31 Union Sq. pap., .50
- Bentley, Arthur Owen and Driver, John Edmund**
Bentley and Driver's Textbook of pharmaceutical chemistry; 2nd ed., rev. by J. E. Driver. 550p. il. O (Oxford medical pub'ns) '33 N. Y., Oxford 7.00
- [Bond, Colonel P. S. and others]**
The R. O. T. C. manual; coast artillery; 2 v. il., maps, diagrs. O [c. '33] [Harrisburg, Pa., Nat'l Service Pub. Co., 100 Telegraph Bldg.] 4.50; advanced ed., 6.00
- Clark, A. C.**
Louis Claude Purser, 1854-1932. 17p. Q '33 N. Y., Oxford .65

- Clark, Ellery Harding**
This world and the next; the working philosophy of an average man, by an average man, for the average man. 255p. (bibl. footnotes) front. (por.) D [c. '34] Bost., Stratford 2.00
A discussion of immortality, for the average man.
- Clark, May Roberts** Po
Eternal quest. 136p. D (Contemporary poets) '33 Phil., Dorrance 1.75
- Clarke, Donald Henderson** Fi
Alabam'. 320p. D [c. '34] N. Y., Vanguard 2.00
How Ida Hansen, "Alabam'," rose to stardom in Hollywood.
- Clayton, Rev. Philip Thomas Byard and Leftwich, B. R.** Hi
The pageant of Tower Hill. 344p. il. (col. front.), maps O '33 N. Y., Longmans 5.00
An account of the stormy history of Tower Hill in London.
- Colles, H. C.** Mu
The chamber music of Brahms. 64p. S (Musical pilgrim ser.) '33 N. Y., Oxford .75
- Complete bartender's guide (The);** how to mix drinks; a manual of quick reference; 1934 ed. 132p. S '34 Chic., Chas. T. Powner Co., P. O. Box 796 .75; pap., .35
- Comstock, John Henry** Sc
An introduction to entomology; rev. ed. 1062p. (20p. bibl.) il. O '33 Ithaca, N. Y., Comstock Pub. Co. 6.00
- Cooper, Mabel Lee**
Stories old and new. 318p. il. (col.) D [c. '33] Dallas, Tex., Southern Pub. Co. .72
A reader for the fourth or fifth grade.
- Cotton, Catherine** Ju
Your sacred body. 118p. il. O '33 N. Y., Macmillan 2.00
- Craddock, Harry, comp.**
The Savoy cocktail book. 286p. il. (col.) maps (col.) D ['33] N. Y. [Simon & Schuster] bds., 2.50
Formerly published by Long & Smith.
- Creedy, Frederick** Ec
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OLD & RARE BOOKS

FREDERICK M. HOPKINS

THE TRUSTEES of the British Museum, with the approval of the British government, have agreed to purchase from the Soviet government of Russia the manuscript known as Codex Sinaiticus, one of the oldest and most famous manuscripts of the Bible, for £100,000, or about \$510,000. Prime Minister Ramsay MacDonald made an announcement to this effect last week, and said that the government would share in the cost, contributing a pound for every pound subscribed by the public. In due time Parliament will be asked to vote the government share in the purchase price falling on the Exchequer. The Codex Sinaiticus is said to be one of the only two fourth century Bib'les. The other is the Codex Vaticanus, in the Vatican at Rome. Next to these two manuscripts, or the third oldest known, is the Codex Alexandrinus dating from the fifth century and now in the British Museum. It is held by some authorities that the Codex Sinaiticus is older than the Vatican manuscript. The discovery of the Codex Sinaiticus on Mount Sinai in the Holy Land, from whence it got its name, is one of the best known incidents in paleography. In 1844 Constantine Tischendorf, a Biblical scholar of the University of Leipzig, on a tour of the East for additional light on the New Testament, found a small bundle of forty-three stray yellow leaves among some rubbish at St. Catherine's Monastery on Mount Sinai about to be used in starting a fire. Upon close examination Tischendorf discovered that they were the fragments of an ancient Greek text of the Bible. He published the forty-three pages as the Codex Frederico-

Augustinus and they are now at Leipzig. In 1859, however, he returned to the monastery and found the present Sinaiticus text wrapped in yellow cloth, the monks little realizing its value or significance. Tischendorf took the manuscript to the Czar who possessed jurisdiction over Greek Church property. The Sinaiticus is far from complete, portions of the Old Testament being missing. It consists of 148 pages, written on vellum or parchment. The pages are divided into four columns, written in Greek uncial characters without accents and with no punctuation. It antedates the earliest dated Old Testament in Hebrew, which is 916 A.D. In an interview in the *New York Herald Tribune*, Dr. A. S. W. Rosenbach, who is a member of the advisory council of the British Museum, said that the purchase price of £100,000 for the Sinaiticus is the greatest sum ever paid for a printed book or manuscript in the world's history. "It is surprising," said Dr. Rosenbach, "that the British Museum was able to obtain it for a half million dollars, in view of the fact that the Soviet government asked me \$1,250,000 for it. It gives the British Museum two of the original Greek Bible texts now in existence upon which the Bible of today is based. It is a pity that the United States government, or some individual in this country, could not have acquired it."

THE TWO VOLUMES of "The Britwell Handlist; or, Short-Title Catalog of the Principal Volumes, from the time of Caxton to the Year 1800, formerly in the library of Britwell Court, Buckinghamshire," edited by the late Herbert Collman and Paternoster Brown,

have just been published, well printed and illustrated, by Bernard Quaritch, the London bookseller. The catalog is just what it claims to be, a short title list. Bibliographical notes and mentions of other copies are few, and its condensation adds greatly to its convenience for reference. The great sales of the Britwell Court Library hold a unique place in bibliographical history. They began in 1916, continuing in each year until 1927. In these twelve years a total of £604,500 was reached, or about \$1,000,000 more than the famous Hoe library which long held the world record. Of this sum £490,000 is estimated to have been spent by Henry E. Huntington through George D. Smith, and after his death by Dr. Rosenbach. Of course there were other American collectors and dealers as well. It is not too much to say that more than five-sixths in value of the library came to America. British competition was overmatched by American enthusiasm and determination. In commenting upon the publication of this catalog the *London Times* says: "Its chief and lasting merit is that here are set forth the titles of books still practically unknown, and future bibliographers will find it of inestimable value." It may be added that the memory of the greatest of English private libraries, in fact the most valuable of all private libraries dispersed at public sale, lives in this catalog.

WHEN FIRST EDITIONS of esteemed American authors in their original bindings in pristine condition are no longer obtainable, collectors will have to be content with a clean text in an appropriate artistic binding by a good bookbinder. Here are a few such lots in the December Number of Goodspeed's *The Month*: Thoreau's "Walden," 1854, full polished calf by Zaehnsdorf, \$45; Melville's "Moby Dick," 1851, in blue seal skin by Sangorski & Sutcliffe, \$175; Aldrich's "The Story of a Bad Boy," 1870, handstained polished calf by Riviere, \$50; Lowell's "The Vision of Sir Launfaul," 1848, full red calf by Sangorski & Sutcliffe, \$20; and Hawthorne's "House of Seven Gables," 1851, brown levant morocco by Sangorski & Sutcliffe, \$50. The collector will, of course, always prefer his first editions in their original bindings "as new." But a rebound book by a Riviere, Zaehnsdorf or Sangorski & Sutcliffe, is to be preferred to a shaken and shabby volume, a shelf full of which looks like a ragged

regiment. Perhaps not more than one in twenty of the first editions mentioned here can be found in satisfactory condition. Mr. Goodspeed is doing good work in teaching conservation of this material. Such neglected volumes properly restored must be the main dependence of future collectors of nineteenth century American authors.

SHANE LESLIE, of London, poet and biographer, to whom the University of Pennsylvania has awarded the Rosenbach Fellowship for the current academic year, will deliver the first of a series of three public lectures under the fellowship on Thursday, January 11. In his opening lecture the subject will be "Dean Swift." The subjects announced for the remaining lectures are "The Rarest Irish Books," and "A Page of Irish Medieval History." Mr. Leslie is a son of Sir John Leslie and a cousin of Winston Churchill, Chancellor of the Exchequer. He is a member of the Bibliographical Society of London. Mr. Leslie's predecessors in the Rosenbach Fellowship were Christopher Morley, whose lectures were delivered as "Ex Libris Carissimis," and Dr. Lawrence C. Wroth, librarian of the John Carter Library of Brown University, whose lectures will be shortly published under the title "An American Bookshelf, 1775."

EARLY IMPLEMENTS and products of American industry have their museums and there is at least one museum of commerce, but up to recent years the records of business generally had not been assembled. Now the Business Historical Society, housed in Baker Library at Harvard University, is accumulating a considerable store of old and time worn account books, diaries, letters of merchants, bankers and inventors, gathered from old files, shops and store rooms. This material will furnish information for students, economists and historians who may not realize now the lessons that this storehouse of information of other days can teach in regard to the romantic, quaint or strategic origins of the foremost of native trades and businesses.

THE SALE of Louisa M. Alcott's "Little Women," it is reported, has never fallen below 12,000 copies a year since its first publication sixty-five years ago. The all-time sale has been more than 1,500,000 copies. It is one of the most popular first editions of nineteenth century American authors, but

fine copies seldom come into the market. Copies with defects noted range as high as \$300 to \$550. Most fine copies have been sold and reliable information as to the selling price is seldom available.

HARPERS SAY that Henry van Dyke's "The Other Wise Man," is still one of the best selling books on their Christmas list. Originally published in *Harper's Magazine* in January, 1893, it was brought out in book form on October 25, 1895. To date more than 800,000 copies have been printed and sold in this country alone and thousands of copies have been distributed in Canada, England and Australia. The book also has been translated into many languages.

THE CURRENT "Americana" catalog (No. 223) of Goodspeed's Book Shop lists more than 5,000 volumes relating to the discovery, exploration and settlement of America, including hundreds of volumes of local history. The majority of these books are in the low priced field, but a good proportion are more uncommon books. The saving in printing by curtailing description is reflected in the cost of the books.

JUST AS CAMBRIDGE UNIVERSITY LIBRARY is preparing to move into new spacious quarters, it has had a parting gift in its old home of a group of magnificent books. Arthur Wilson Young of Trinity College has made a present of his notable collection of Bibles, Testaments and manuscripts, undoubtedly one of the most valuable private benefactions that the university has ever received. Among the outstanding lots in the collection is a copy of Gutenberg's Bible, 1450-55, the first dated Bible, printed in 1462 at Mainz by Schoeffer and Fust on vellum, and the only perfect copy of Caxton's "Golden Legend" printed at Westminster in 1483. The manuscripts are of almost equal distinction, including as they do a Wycliffe Old Testament of the early 15th century giving the old version; a Wycliffe Bible and the Gospels in Greek of the 11th century. All the books and manuscripts are in a fine state of preservation. This generous gift places Cambridge University in the forefront of institutions where the early development of the art of printing may be studied from original sources.

A BIBLIOGRAPHY of the writings of Bret Harte as they appeared in the magazines and newspapers of California between 1857 and 1871 has been prepared by George R. Stewart, Jr., and issued as a publication of the University of California Press.

ANOTHER new bibliography comes from the New York Public Library, compiled by Ralph R. Shaw of the Engineering Societies Library entitled "Engineering Books Available in America Prior to 1830."

Auction Calendar

TUESDAY AND WEDNESDAY AFTERNOONS, JANUARY 9TH AND 10TH, AT 2 O'CLOCK. The famous collection of the late Frederic de Coppet. (Part 2; Items 835.) J. C. Morgenthau & Co., Inc., 23 West 47th St., New York City.

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